

LIFE

IN THIS ISSUE

CHINA'S NEW BOSS

A CLOSE-UP OF THE COMMUNIST
WHO RULES 450 MILLION PEOPLE



MAN-TAILORED SHIRTS

JANUARY 23, 1950

20 CENTS

YEARLY SUBSCRIPTION \$6.00

Next Sunday morning —



with Armour Pure Pork Sausage!

You'll say it's the best you ever tasted! Because each tender link is plump with fine, choice pork — *pure* pork.

And it's as fresh as country sausage right at sausage-making time.

Because Armour pure pork sausage is made *fresh daily* in an Armour Kitchen near your home.

It's seasoned the way your nearby Armour Kitchen knows you like it, too — with Armour's special blend of *imported spices*.

So — put Armour pure pork sausage on your shopping list right now. Get it next time you go to the store, together with all the other fixings you'll need for a Sunday breakfast that will stick to your ribs — and stick in your *memory*!

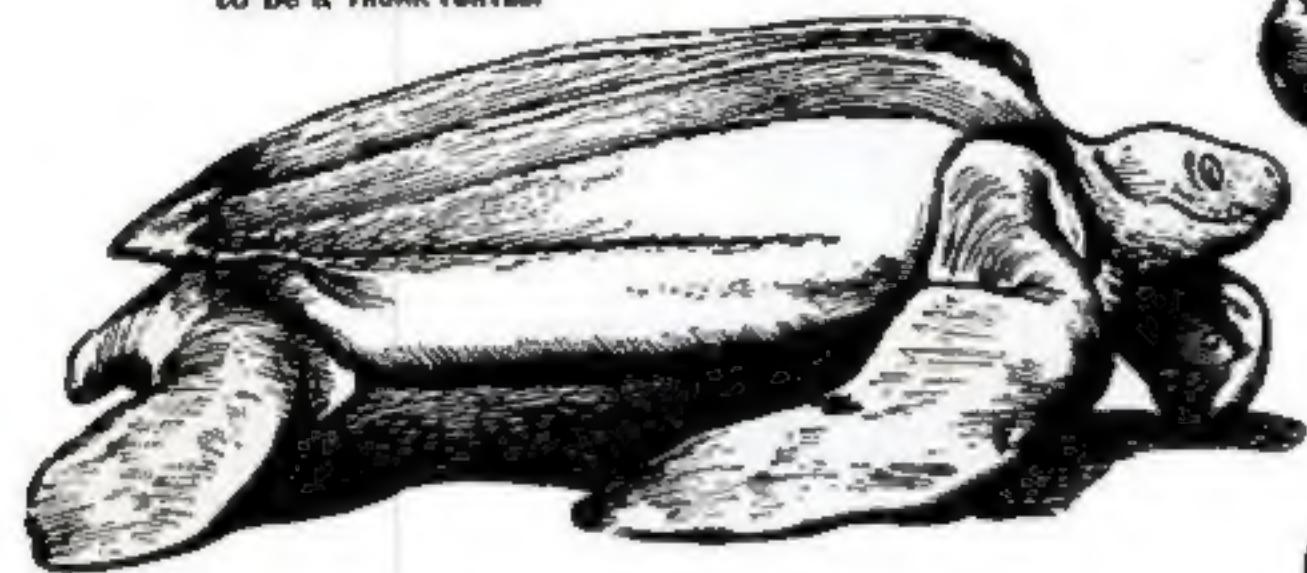
Tune in STARS OVER HOLLYWOOD — CBS Saturday



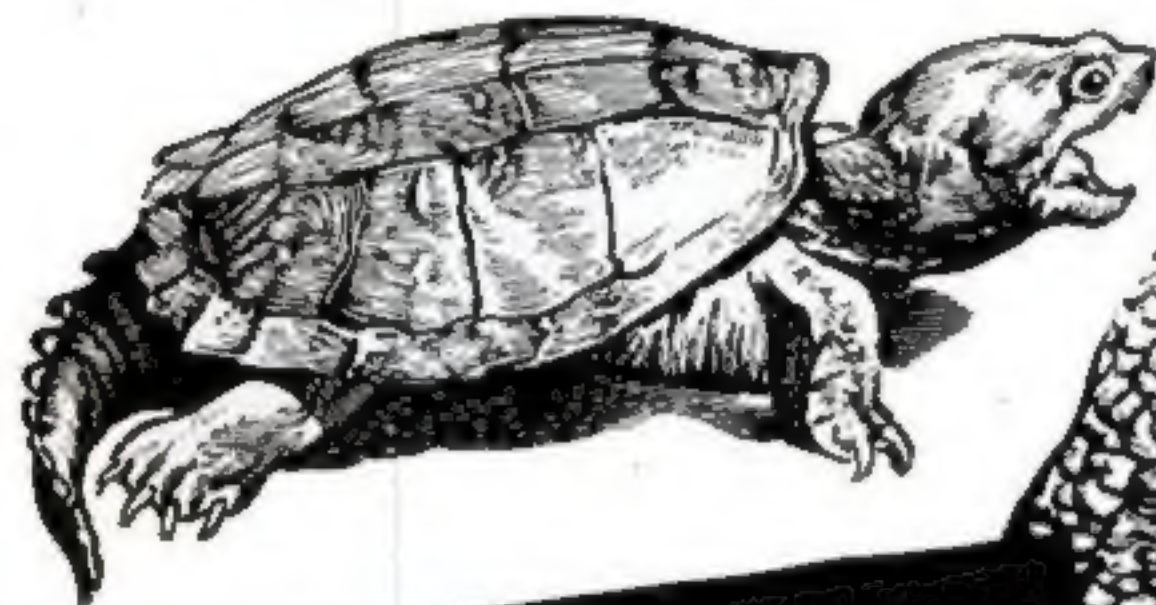
The best and nothing but the best is labeled

ARMOUR

A leather-like back with heavy, lengthwise ridges proclaims this thousand-pound sea dweller to be a **TRUNK TURTLE**.



A long fleshy tail with alligator-like crests marks this unpleasant creature as a **SNAPPING TURTLE**.




The gigantic size and high, dome-like shell of this friendly fellow mark him as a **GALAPAGOS TORTOISE**—a favorite zoo pet.



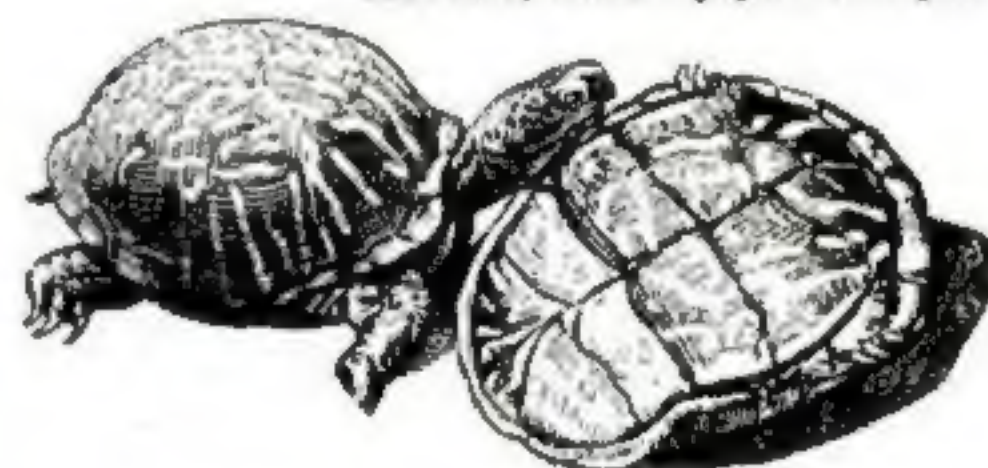
THE **TRADE-MARKS**
OF NATURE*

mark the differences
in the turtle family

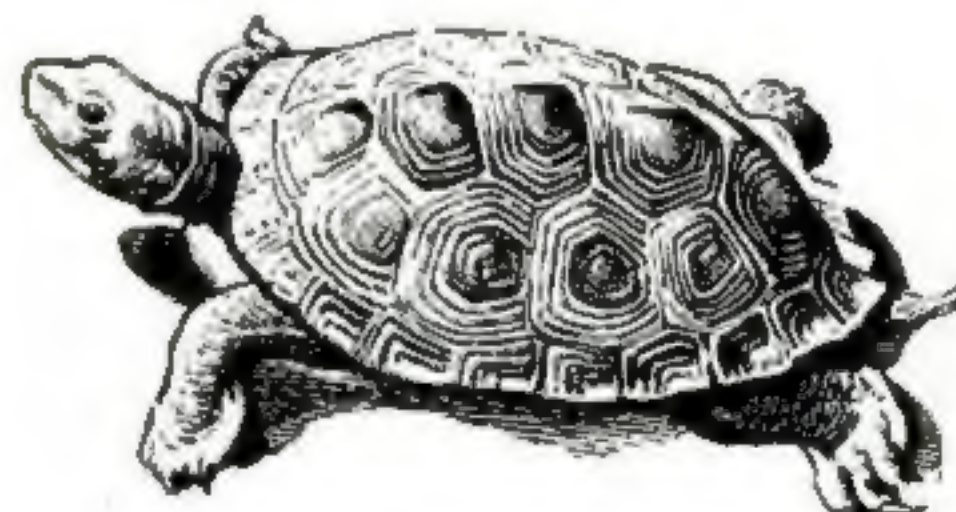
THE **TRADE-MARK**
"ETHYL" 

marks the important
difference in gasoline

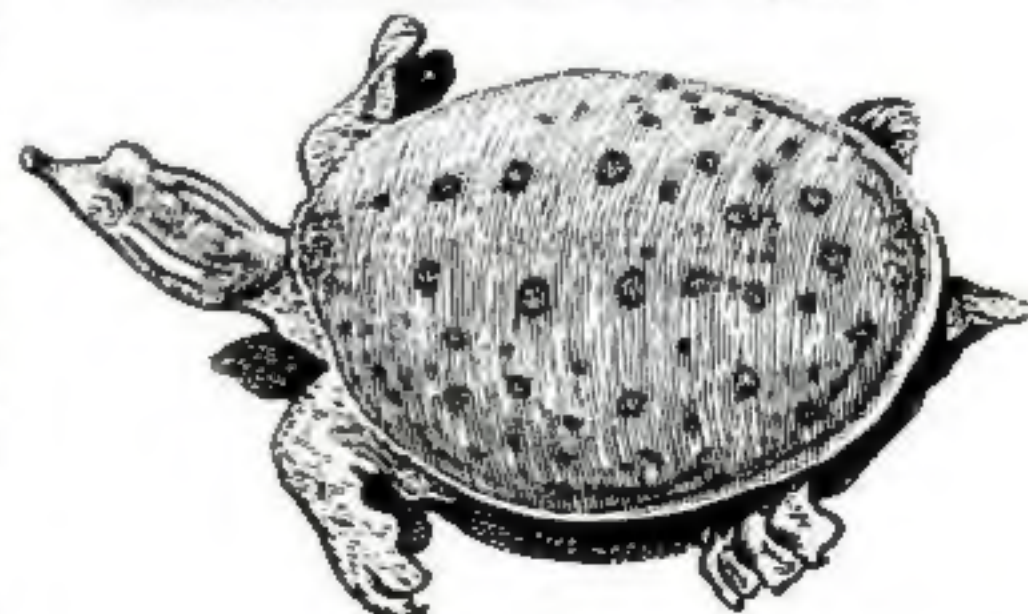
A shell with hinged lids that can be tightly closed up distinguishes the **BOX TURTLE**, which is popular as a pet.



Concentric ridges in diamond pattern mark the **DIAMOND-BACK TERRAPIN**.



The identifying marks of a **SOFT-SHELLED TURTLE** are a flapjack-shaped body and a long, pointed snout. Handle with care—he's snappish.



ENJOY THE DIFFERENCE!

Just fill your tank with gasoline from an "Ethyl" pump and feel the difference for yourself. Because "Ethyl" gasoline averages *five full octane numbers higher* than regular gasoline, it will bring out the full power and performance of your car. And because it has, on the average, a higher volatility, it will give you faster starting and warm-up.

When you see the familiar yellow-and-black "Ethyl" emblem on a pump, you know you are getting the best gasoline your service station offers—gasoline that is improved with "Ethyl" antiknock fluid, the famous ingredient that steps up power and performance.

"Ethyl" products are made by **ETHYL CORPORATION**, Chrysler Building, New York 17, N. Y.

This One



XOJ5-YLT-2NC1 copyrighted material



1. **THE G.I. DREAM** began to come true for Charles Bachrach, of Des Moines, Iowa, on February 24, 1946, when his fiancée Tyty Lory arrived in America. They met in France during the war, planned to be married there. Two days before the wedding, Captain Bachrach was shipped home. Later Tyty came over as a G.I. bride (to-be), and

they were married. So, one part of the dream was realized. But there was more. Like thousands of other home-coming young veterans, Chuck wanted to start a business of his own, making something. He didn't know what, or how, but he was determined—and lucky—because there was an inventive friend in his past, and Ford in his future.

WHAT'S GOING ON AT FORD

FORD'S BIG FRIEND—SMALL BUSINESS

Teamwork with 7,200 independent businesses makes Ford's business possible — and vice versa



Henry Ford, too, was a man with a dream. He started as a small business—a fact never forgotten at Ford.

HENRY FORD II, President of Ford Motor Company, recently said, "One of our greatest assets can be a large group of supplying organizations that is alert, progressive and money-making."

It's easy to see why. Each year Ford Motor Company buys \$700,000,000 worth of products from 7,200 independent manufacturers and dealers in 43 states. Producing everything from asbestos to carburetors, these suppliers make possible Ford's annual production of over a million Ford, Mercury and Lincoln cars and Ford trucks and tractors. That's why it's a basic Ford policy to help each supplier become a sound, profitable business.

Ford is a big customer, and a good one, too. Certainly Ford is cost conscious. You have to be when a difference of 1¢ on a part makes a difference of \$10,000 a year. However, Ford pays fair prices. Ford wants its suppliers to be profitable businesses

and is always ready to help them improve operations. Ford facilities and experience—purchasing, engineering, manufacturing and management—are available to all suppliers to help make their businesses better.

After all, Ford Motor Company is not just a collection of buildings and machines. It is an organization which enables many men to work together to create products they could not create alone. Essentially, Ford itself is organized cooperation. Ford has found it good—good business and good citizenship—to extend that cooperation to the suppliers whose products are so vital to its operation. The prosperity of these suppliers and that of their hundreds of thousands of employees is equally important—to Ford and to the nation.

It's part of the Ford idea of good business . . . making the best possible products in the best possible way . . . for the benefit of all.



2. THE PRODUCT was the suggestion of Chuck's old friend Len Neufeld. He had an idea for a better automobile windshield washer. Chuck was enthusiastic, and so every night after their daily jobs were done, Len and Chuck, aided by Tyty, worked for hours developing the washer. It took them four months. Then, knowing they could raise the capital for manufacturing if they had a customer, they went to a company known to be friendly to small businesses—Ford.



3. THE CUSTOMER wasn't tough. Like every manufacturer or supplier who calls on Ford, Chuck and Len were seen immediately, listened to attentively. What's more, Harold Kohlmeier and Gil Meyer of the Purchasing Department, liked their device. Ford would be interested in it if it got Engineering O.K.



4. THE TESTS were tough. For almost a year Jack Taylor, Ford Engineer, subjected the new windshield washer to every possible test. A number of problems arose and Ford engineers suggested improvements, including a new nozzle and a new pump. These were designed and installed. In March, 1948, Ford Engineering approved the "See-Clear" Washer. Immediately, Ford Purchasing ordered 10,000 washers. Len and Chuck were in business.



5. "HELP WANTED" sign went up within a week. In association with S. F. McGinn, Chuck's former boss, Len and Chuck had set up "The Delman Corporation." Len was President; Chuck, Vice President. They rented factory space in Des Moines, hired 12 employees (most of them ex-G.I.'s), started making dies and buying machines. Then they found out what Ford teamwork means. Ford Engineers inspected their plant, helped them lay out manufacturing processes. Ford Purchasing Agents helped them get scarce machinery and materials. In a matter of days, The Delman Corporation was a going concern—the result of a dream, an idea, hard work and Ford cooperation.



6. MANAGEMENT MEETING in January, 1950, finds the company growing. It now has 30 employees (55 in peak periods), makes 150,000 "See-Clear" Windshield Washers a year for Ford, has other customers, and is developing new products (such as a foot control for windshield wipers). President Neufeld works on those; Vice President Bachrach works on sales, and Tyty takes care of Chuck's home and baby girl. The Delman Corporation, of Des Moines, Iowa, is doing all right as one of Ford's 7,200 independent suppliers. Cooperation with suppliers—for the benefit of all—is part of the Ford idea of good business... making the best possible products at the lowest possible cost.

With a flick of your finger . . . the Dial-a-Wave ends guesswork in your home permanent

Her Rayve Wave Number is 2. Find yours on the Dial-a-Wave . . . easy as dialing your radio. Be sure of getting the kind of wave you want . . . for your kind of hair!



Only **Rayve**—the new
HOME PERMANENT
has the **Dial-a-Wave** to give you the
one right wave for your hair!

NO OTHER HOME WAVE IS SO FAST, YET SO SURE . . . Rayve's easy-to-use Dial-a-Wave has shown millions of women how to get lovelier waves in less time . . . without guesswork! Only Rayve has this *individual* timing guide to show you instantly the *shortest* waving time in which you can be sure that *your* kind of hair will have exactly the amount of curl *you* want.



RAYVE REFILL KIT #1

COMPLETE RAYVE KIT #2

with 60 improved "Easy-wind" plastic curlers

FROM THE FAMOUS PEPSODENT LABORATORIES

SO GENTLE, SO EASY! Rayve's improved creme formula is noticeably *gentler* . . . and the picture-booklet directions are *extra-easy* to follow.

SOFTER, MORE NATURAL—YET LONG-LASTING . . . Satin-soft, frizz-free, easy-to-manage from the *first* day. And if you have *any* kind of plastic curlers, all you need for this lovelier cold wave is a \$1 Rayve Refill.

LETTERS TO THE EDITORS

MID-CENTURY ISSUE

Sirs:

Your Mid-Century Issue (Jan. 2) was tremendous.

JOHN J. KONTANIS

Boston, Mass.

Sirs:

LIFE has reached its own maturity; the articles of the Mid-Century Issue, particularly those by Mauldin and Allan Nevins, prove that.

JACK GODLER

New York, N.Y.

Sirs:

As one who has lived but slightly more than half of the era presented, I am tremendously impressed. Many of us have heard hour-long tales about the early 1900s, the '20s, etc., but it remained for you to present them in a clear, comprehensive manner.

CHARLES C. PALMISANO

Evansville, Ind.

Sirs:

Being only 19 years old I had missed out on the color, the glamour and the excitement of the early part of the century. But now I feel as if I've lived every year of it.

DONALD L. SWANGO

Charleston, Ill.

Sirs:

Your special issue is very interesting, and I plan to keep it.

JOEL TUBELIER

Aged 8½

Beverly Hills, Calif.

Sirs:

Congratulations for this marvelous and most comprehensive issue. I am putting it between permanent covers for my newborn grandson.

ELIZABETH FORREST

Mount Carmel, Conn.

CARE OF A HERITAGE

Sirs:

As a 28-year-old GI veteran of the last war, not a member of any veterans' organization, I greatly appreciated Bill Mauldin's article. It so very well shows my exact sentiments that had it not had Bill's name on the lead line I'd have sworn that I wrote it myself in a dream and sent it along to you for publication.

JOE F. REX

Lima, Ohio

● The New York *Daily News* in an editorial expressed some doubts that Mauldin really spoke for the veterans. Said the *News*: ". . . We can't believe that the veterans are as dumb as Mr. Mauldin accuses them of being on the subject of taxes, or as unconcerned. It seems inconceivable that most of them don't know how taxation is scaring and cutting down investment capital in this country and thereby hacking at these men's hopes of getting better and better jobs or going into business on their own. . . ."—ED.

SARGEANT'S WOMEN

Sirs:

" . . . only in wartime . . . the female . . . assumes her proper and normal function of being feminine, glamorous and inspiring."

Mr. Sargeant is referring, I suppose, to the Wacs, the Waves, the Waifs, the Women Marines and to the Rosy-the-

Welders who numbered 197,000 in Detroit alone in 1945?

FLORENCE L. C. KITCHETT
New Haven, Conn.

BUGGIES

Sirs:

The caption of the illustration on page 14 reads, "Buggies join bathers on the beach in 1904."

Where are the buggies? The vehicles in the photo are one cart, three surreys and one Oldsmobile. If you do not know what a buggy looks like you may see two, one a simple buggy, the other a top-buggy, in the upper left of the picture on page 24, same issue.

HERBERT E. ANGELL

Norwalk, Conn.



NO BUGGIES



BUGGIES

BELMONT TROUBLE

Sirs:

I'm having Belmont trouble. On page 17 of your special issue you say that Mrs. Oliver H. Perry Belmont "survived a divorce from William Kissam Vanderbilt to become New York's social arbiter." Then on page 22 you show a picture of racing patron Perry Belmont, "who married the famous beauty Jessie Robbins Sloane after she was divorced from wealthy Henry T. Sloane in one of Newport's juiciest scandals."

Are the two connected in any way?
SUSAN WAKEFIELD

New York, N.Y.

● Perry Belmont and Oliver H. Perry Belmont were brothers. They were grandnephews of Commodore Oliver Hazard Perry, hero of the War of 1812.—ED.

EARLY COLOR PHOTOGRAPHS

Sirs:

I especially enjoyed seeing the early color photographs. The triumph which color photography represents is made apparent by reading an old copy of *The International Annual of Anthony's Photographic Bulletin and American Process Yearbook*, Volume 9 (1897) which states on page 95:

"That color photography is a myth and a delusion becomes more and more evident when we note the experiments and, in almost every instance, the total failure of the men who have attempted it. . . . A little reflection . . . ought to inform the amateur photographer . . . that it is not practicable to pick up the beautiful colors observed upon the ground glass of a camera, and . . .

CONTINUED ON PAGE 6



NEW COLUMBIA $\frac{1}{2}$ PLAYER ATTACHMENT
MODEL 103—ONLY \$12.95

Uninterrupted music at its finest... on Columbia long playing records!

Up to 50 minutes of music on one record—with no breaks in movements—yours with this new improved Columbia LP Player Attachment! Smart, compact, convenient—the ultimate in high-fidelity performance! Newly developed cartridge contains replaceable sapphire needle—assures richest tone. Easily attached to your radio, radio-phonograph or television set. You continue to enjoy conventional records on your present turntable. Should you purchase a new phonograph be sure it plays Columbia LP and 7-inch microgroove as well as conventional records.

FROM THE WORLD'S LARGEST CATALOG OF $\frac{1}{2}$ RECORDS

Thousands of superb selections by the greatest artists are now available on 10-inch and 12-inch Columbia Long Playing Records. Short classics and popular hits are on Columbia 7-inch Microgroove, too. New releases every week! Choose your favorites from Columbia's LP Catalog—world's *first, finest* and *largest*! Here are a few you won't want to miss.

New Bruno Walter "Eroica"

BEETHOVEN: Symphony No. 3 in E-Flat Major, Op. 55. ("EROICA") Bruno Walter conducting the Philharmonic-Symphony Orchestra of New York. ML 4228. Only \$4.85.

KISS ME, KATE

Alfred Drake, Patricia Morison and Original Broadway Cast. Cole Porter's captivating songs of the current Broadway success complete on one $\frac{1}{2}$ record. ML 4140. Only \$4.85.

CHOPIN

LESSYLPHIDES—Ballet and VILLA-LOBOS; Uirapuru. Efrem Kurtz conducting the Philharmonic-Symphony Orchestra of New York. ML 4255. Only \$4.85.

ANDRE KOSTELANETZ

MUSICAL COMEDY FAVORITES. Andre Kostelanetz and his Orchestra play 16 hit tunes from Broadway's greatest musical comedies. ML 4241. Only \$4.85.

"I CAN HEAR IT NOW" VOLUME II

Another thrilling recording of historical events from 1945 through 1948 narrated by the famous Edward R. Murrow. ML 4261. Only \$4.85.

Sequel to the now famous Volume I "I Can Hear It Now"—the actual voices and sounds of the eventful era 1932-1945. ML 4095. Only \$4.85.

OSCAR LEVANT

GERSHWIN: Second Rhapsody for Piano and Orchestra and Variations on "I Got Rhythm" with Morton Gould and his Orchestra; also GERSHWIN: Preludes I, II, III, Oscar Levant, Piano. ML 2073. Only \$3.85.

DORIS DAY

"YOU'RE MY THRILL." Doris Day sings 8 favorites including "I'm Confessin'," "Sometimes I'm Happy," "You Go To My Head" and "That Old Feeling." CL 6071. Only \$2.85.

Record prices shown include Federal Excise Tax.
"Columbia" $\frac{1}{2}$ and $\frac{1}{4}$ Trade Marks Reg. U. S. Pat. Off. Marcas Registradas

COLUMBIA $\frac{1}{2}$ RECORDS

The ultimate in uninterrupted listening pleasure

Got a minute?



Have a Hires!

You can enjoy Hires most anywhere . . . at fountains . . . from automatic dispensers . . . or by the bottle. When you want refreshment, ask for Hires. It makes a minute mean so much.



LETTERS TO THE EDITORS

—CONTINUED—

transfer those tints to any plate, film paper or other surface in any other colors than degrees of black and white.

"The general public, less informed than photographic workers, believe ignorantly that . . . it will not be long before their wives and sweethearts can go to a photographic gallery, dressed in all the colors of the rainbow, and have the gorgeous picture reproduced at so many dollars the dozen."

A. R. PATTON

Fort Collins, Colo.

WILLIE AND HENRY

Sirs:

I notice you showed a picture of Willie Stevens (Hall-Mills case). You said he was seated next to his brother Henry. That man is Henry de la Bruyere Carpenter, his cousin, not Henry Stevens. Am I correct?

E. RESS

Rego Park, N. Y.



CARPENTER

STEVENS

● Life's error (above).—ED.

EARLY ADVERTISING

Sirs:

Did Humphrey Bogart pose for "A Busy Day" by Maud Humphrey in the "Early Advertising" story? I understand she did use him as a model.

R. BRUCE McQUIGG

Galva, Iowa

● Says Bogart, who is Illustrator Maud Humphrey's son, "You tell that discerning reader that I never modeled for any girl's picture. I was known, though, as 'the original Maud Humphrey baby' and did model for all the boys she drew." Bogart does not recall who the model was for "A Busy Day" but says his mother used Mabel Normand and Madge Evans among others.—ED.

Sirs:

Cascarets, which you mentioned in your "Early Advertising" story, managed to make that "voltaic belt" ad look tame with this jingle:

"Mary had a little watch;
She swallowed it one day.
Now she's taking Cascarets
To pass the time away."

ELI STOCKWELL

Rudolph, Ohio

LIFE IN BOONVILLE

Sirs:

Since Boonville, Mo. was founded in 1810, the town has accepted triumph and disaster with complacency. It successfully defended itself in the War of 1812, fused Northern and Southern sympathizers in the war between the states, and weathered the depression without window-jumping.

Since your reporters who combed the town for pictures of small-town life found more of sweetness and light than skeletons and shadows, our only complaint is that you should have included the present for contrast with

If your pipe talks back...



Put this



in your pipe

and smoke it!...

When your good old pipe starts giving you a bad time . . . begins to burn and bite . . . try Briggs! You'll like Briggs. A smooth smoke, with a mild and mellow flavor. There's extra pleasure in every pipeful because it's fully-aged in real oaken casks. Light up, why don't you? You'll be glad you did.

COPR. 1950 BY P. LORILLARD COMPANY
Also available in Canada

CONTINUED ON PAGE 8

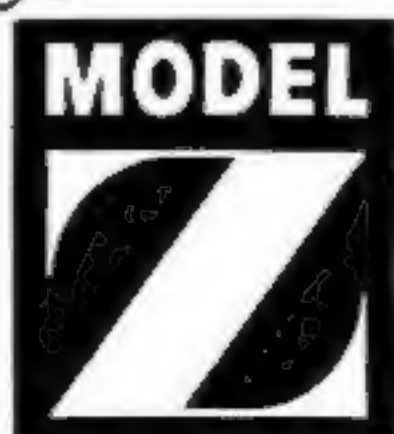


PATENT PENDING

***NO BUTTONS* ON AMERICA'S NEWEST, SMARTEST BUSINESS SHIRT...IT ZIPS CLOSED!**

Just zip it up . . . snap collar and cuffs. That's Airman Model Z for you! *Looks Great*—smoother, neater shirt front . . . no gaping, no bulging. *Feels Wonderful*—comfort and convenience as never before! *Not a pullover!* Full-length, flexible zipper separates at the bottom, meshes easily, works like a charm. Airman Model Z is tailored of richly lustrous broadcloth. Sanforized, guaranteed laundry-proof. Only \$3.95, in popular collar styles, white and pastels. At leading stores from coast to coast. Made by Shirtcraft Company, 350 Fifth Avenue, New York City . . . *leaders in men's fashions.*

Airman



ASK FOR IT

BY NAME



ZIPS ON! A full-length Talon zipper closes your shirt front quickly, smoothly. No fussing. No fuming. No buttons!



SNAPS SHUT! A wafer-thin snap at the collar keeps it firmly in place. Cuffs also snap closed neatly, quickly. No buttons!



LOOKS GREAT! Zippered shirt front lies flat . . . looks smooth, smart, handsome. No bulging. No gaping. No buttons!



A DREAM TO LAUNDRY! The American Institute of Laundering has approved it. No buttons to iron around. No buttons!

So much a part of her Charm



About her there seems to be a fastidious freshness, a lasting sweetness that is so much a part of her charm. Like many another popular woman she knows that halitosis (unpleasant breath) could cancel all her other good points . . . and so, Listerine Antiseptic, morning and night, and before any date, has become a ritual never, never to be omitted. Perhaps it should be one for you, also. Unpleasant breath, you know, may be absent one day and present the next . . . and without your realizing it. And, when this condition is not of systemic origin, there is no more efficient, more delightful or *extra-careful* precaution against offending than trustworthy Listerine Antiseptic.

Listerine Antiseptic...to keep that breathless charm

LETTERS TO THE EDITORS

CONTINUED

the past. They say there is more life in Boonville than Boonville in LIFE.

But we are grateful that no photograph could be found of the execution of John I. West on May 16, 1879. He was not home talent, but several thousand natives, some with picnic lunches, followed the parade he led to his public hanging. His coffin was his seat on the wagon he rode to the final scene.

ELSTON J. MELTON
Editor

Record and Missourian
Boonville, Mo.



● LIFE did, however, find a photograph of the hanging of Spinner Reeves (second from left, above) in 1903.—ED.

ISADORA DUNCAN

Sirs:

Isadora Duncan, who you said "became a national scandal," rose above the heads of ordinary mortals and walked surrounded by a strange radiance.

If she became "a national scandal," it was only because of stupid Americans with obscene minds. Isadora is with Bach, Beethoven and Nietzsche.

JEROME KARIDIS

Milwaukee, Wis.

EDISON ON PATENTS

Sirs:

In the story of "A Famous Vacation" you say the four men discussed patent laws. Can you tell me whether these discussions were recorded?

HARRY GOLDSMITH

Upper Montclair, N.J.

● No complete transcript of the conversations exists. But as described by Burroughs (whose diary is on exhibit at New York's Museum of Natural History), Ford and Edison

CONTINUED ON PAGE 10

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Pound it...



On your desk, a Bostitch B8R Stapler gives years of service. It's compact and rugged. Drives staples through as many as thirty sheets of paper. Ideal for fastening letters, bills, checks and school papers.

Squeeze it...



With its easy-to-remove base off or on, you can use a Bostitch B8R as a stapling plier to seal bags and bundles, repair or baste clothing temporarily, make scrapbooks, etc.

Strike it...



As a tacker, a Bostitch B8R Stapler is just the thing for posting notices, repairing window shades, fastening curtain tie-backs, decorating, attaching paper to drawing boards, applying weather-stripping, etc.

WITH A GENTLE PUSH

It removes staples, too!



\$2.60*
Complete with
remover

Exclusive new feature—staple remover attached to base—whisks staples out whenever you wish.

Ask your stationery supplier, today.

*Slightly higher in the West and Canada

BOSTITCH

AND FASTER
fastens it better, with wire

BOSTITCH, 682 Mechanic Street,
Westerly, R. I.

Trade-Mark "Bostitch" Registered U. S. Patent Office
and Foreign Countries

Telechron electric clocks

with the Synchro-Sealed Motor^{*}

keep time to 1/60th of a second!



Telechron Little Tel Alarm

\$3⁹⁸

28 other Telechron

So accurate, it actually measures a much shorter period of time than you'll ever use or could possibly see—1/60th of a second! That's the thrilling story of Telechron's precision-engineered Synchro-Sealed Motor. This Synchro-Sealed Motor is synchronized perfectly with Telechron master clocks in electric power plants. Its reservoir of oil is sealed against dust and dirt, to keep it quiet and dependably oiled for the life of the clock. When you choose a Telechron clock at your favorite store, you choose the leader. Leader in engineering, leader in design. And you'll enjoy this remarkable timepiece—with no winding, no regulating, and no noisy "ticktock." Every clock carries full-year written warranty. Many in service 20 years.

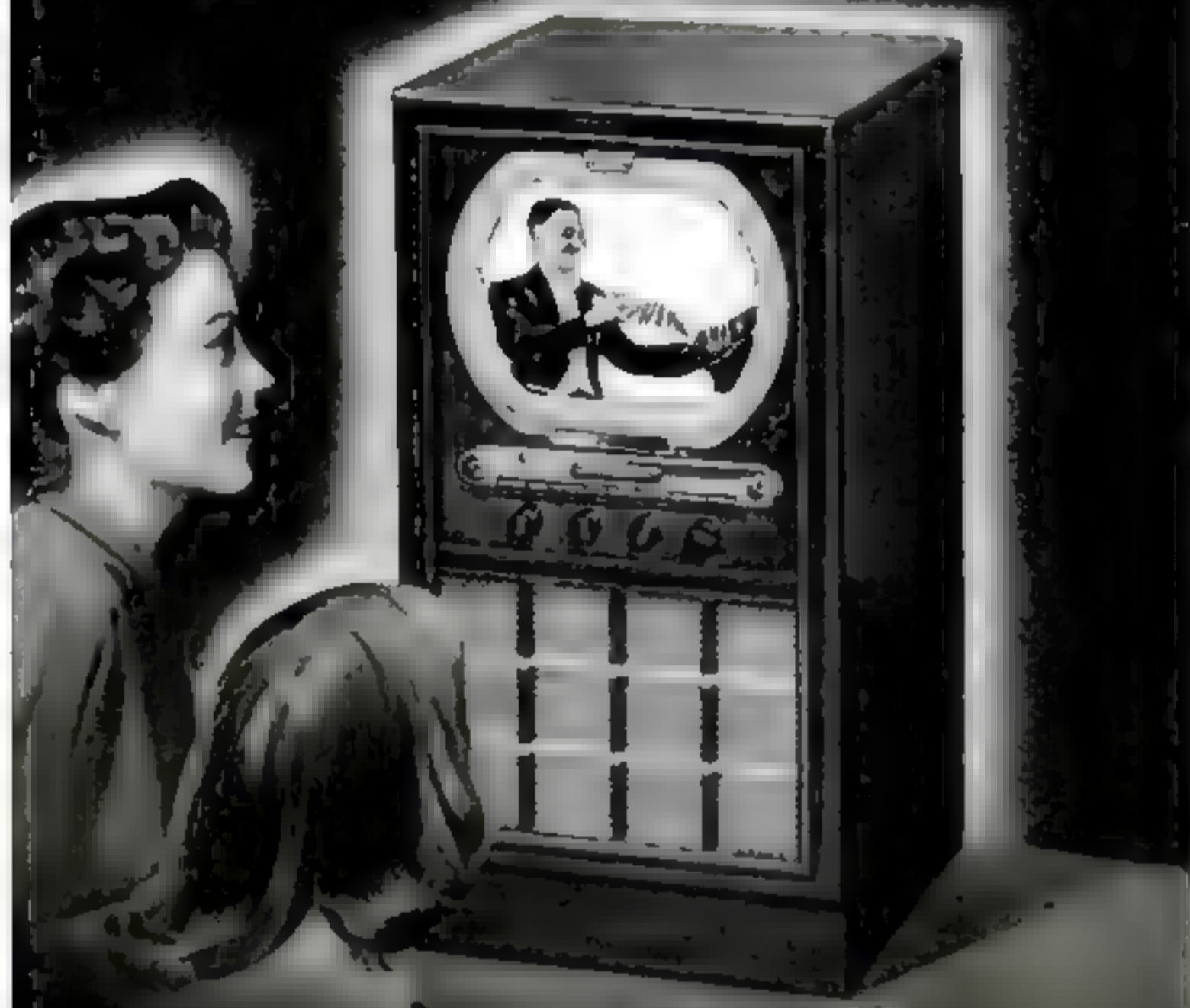
TELECHRON INC., ASHLAND, MASS. A GENERAL ELECTRIC AFFILIATE
Leading producer of industrial and household electric timers and synchronous motors

* * All prices plus tax. Prices and specifications subject to change without notice.

Telechron

THE ELECTRIC CLOCK THAT KEEPS
TIME TO 1/60th OF A SECOND

Recommended
by EYE SPECIALISTS



GE DAYLIGHT TELEVISION

WITH AUTOMATIC SOUND

Utterly unlike ordinary television, G-E Daylight Television shows at its best in a fully lighted room as eye specialists recommend. You enjoy far greater eye comfort, amazing new life-like picture quality. Plus sensational Automatic Sound. Just tune the best picture—sound is right every time! Big 12½" tube, wide-angle screen, built-in antenna. Smart console, veneered in genuine mahogany. Model 12C105, above.

General Electric Company, Electronics Park, Syracuse, N. Y.



Model 12T1

New Compact Table Model

G-E Daylight Television on a big 12½" tube. New wide-angle screen. Built-in antenna. Genuine mahogany veneered cabinet. Model 12T1.

See and hear the General Electric Fred Waring show on the CBS-TV network Sundays, 9 P. M., EDT

You can put your confidence in—
GENERAL ELECTRIC

LETTERS TO THE EDITORS

CONTINUED

agreed that the patent laws should all be repealed since it is the manufacturer, not the inventor, who makes the most money from new inventions.—ED.

WRONG CREDIT

Sirs:

In the special issue the credit intended for me for furnishing the big circus picture on pages 20-21 was shown as P. M. McClinton rather than P. M. McClintock. It is a small mistake, but I am deeply disappointed.

P. M. MCCLINTOCK

Franklin, Pa.

● Life is sorry.—ED.

Sirs:

I'm in terrible trouble and I hope you can help me out. My friends keep asking me to autograph my color picture in the Mid-Century Issue but I haven't been able to find any copies on the newsstands since the day after it came out. Have you any I could buy?

MOE SMITH

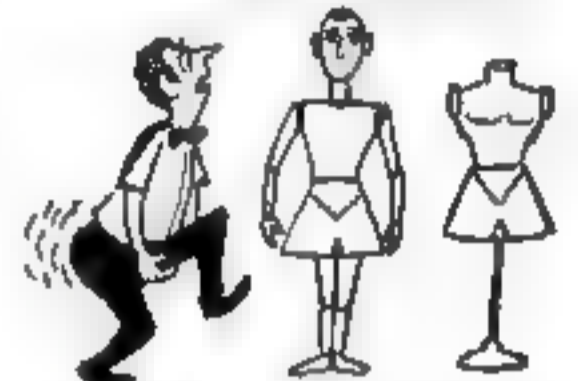
Tuckahoe, N.Y.

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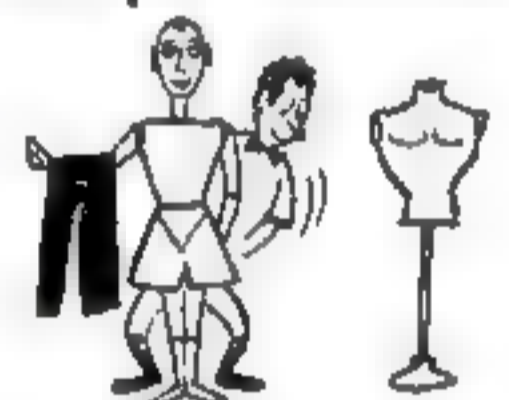
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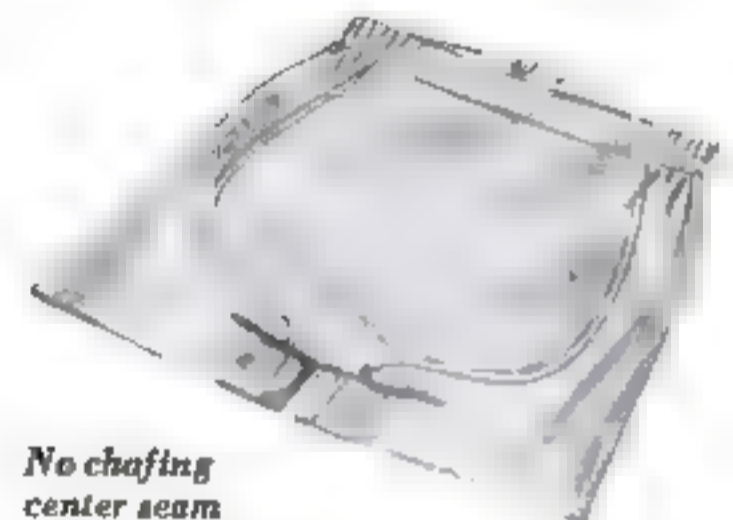
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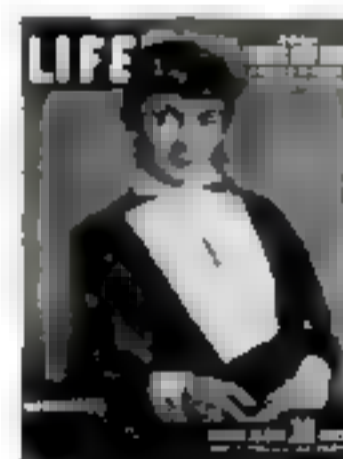
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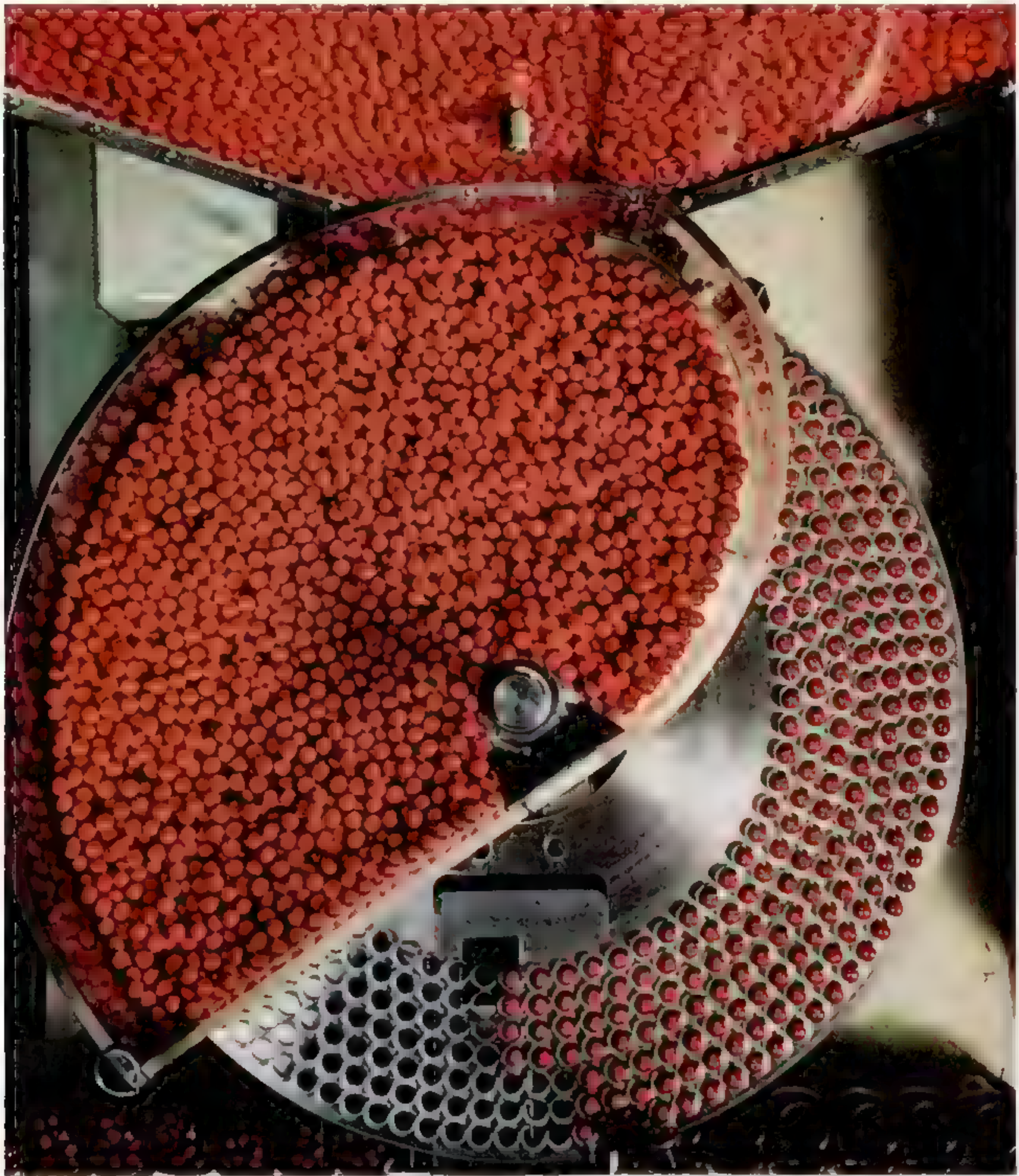
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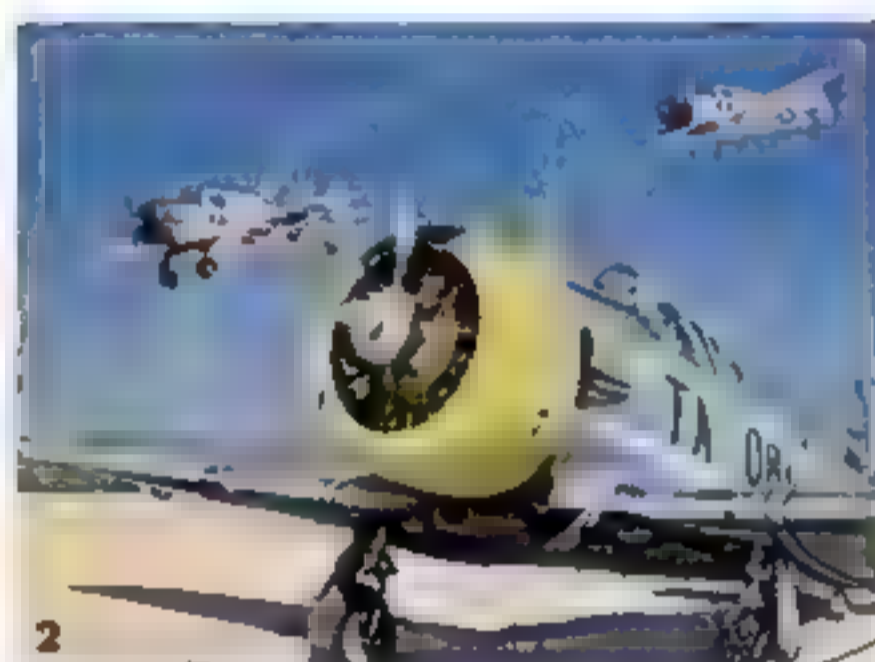
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LIFE'S COVER

For the second time in five months *LIFE's* cover shows a girl in a "man's" shirt. The first one (*LIFE*, Aug. 29) was Brooks Brothers' identical copy for women of their button-down-collar pink oxford. This week's shirt is no copy but one of the fancy feminine adaptations of men's wear now being made for women (pp. 45-49). The shirt is black pima cotton, has a puffed bosom, is made to order by the Custom Shop haberdashery chain and costs \$12.95 (stud extra). The girl wearing it is Patricia Donovan, 21, a New York model whose mother is a psychoanalyst.

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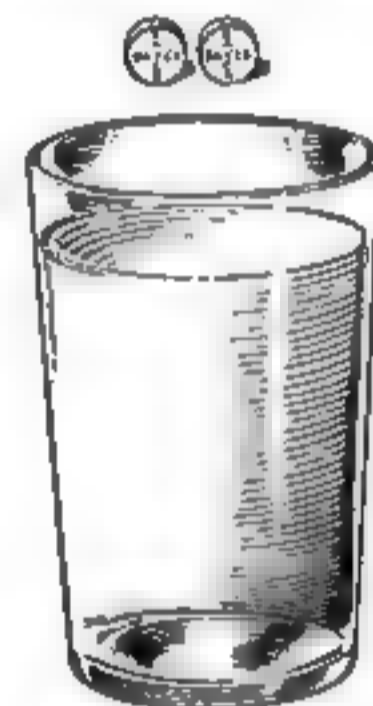
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ON THE THIRD HOLE AT LOS ANGELES' RIVIERA COUNTRY CLUB, BEN HOGAN RESTS ON A SHOOTING STICK WHILE WAITING FOR A COMPETITOR TO MAKE A SHOT

A CHAMPION PROVES THEY CAN COME BACK

For two days last week the wishful thoughts of millions of Americans, many of whom had never been on a golf course, were centered on the tired little man sitting in the picture above. When he rose to send long drives down the fairway, nearly 10,000 spectators surged after him. They saw him hit his iron shots to the green and then drop long tricky putts. Between shots they (and the rest of the country) worried about his legs.

The worry was wasted. Ben Hogan, sometimes called "Blazin' Ben" and sometimes, paradoxically, "Little Ice Water," had come back. He had plenty to come back to—in 1948 he was the U.S. Open champion and golf's greatest money-maker. But he also had further to come than most.

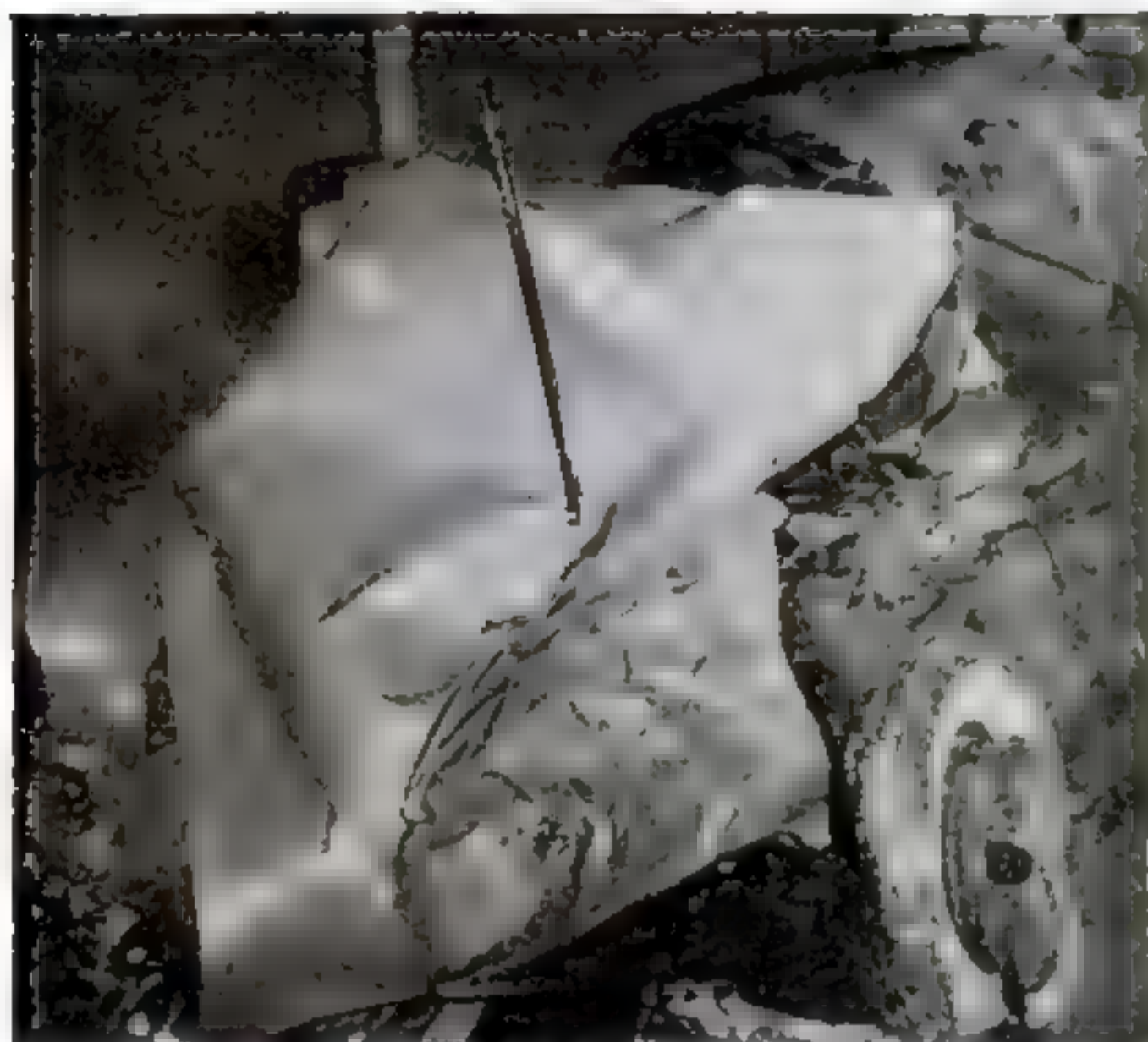
On a foggy day in February of 1949, Hogan's Cadillac was struck head on by a Greyhound bus near Van Horn, Texas. The champion's collar bone and one rib were broken and, worst of all, his pelvis

was crushed. For 58 days he lay flat on his back in an El Paso hospital. Once blood clots formed, and to save his life surgeons had to tie off some of the veins in his springy legs. Fellow golfers (and competitors) came to visit him and left convinced that Hogan never would play golf again.

It was April 6 before Hogan was able to get outdoors. It was August before he touched a golf club. Last Dec. 10 he played a first, cautious round. A few days later he told a newspaper reporter, "Don't waste your time writing about me. People are tired of hearing about Ben Hogan. They're interested in the guys who are playing now. It won't be long until they forget all about me."

This month he suddenly announced his intention to compete in the Los Angeles Open. Everybody was surprised, and hardly anyone thought the legs, both encased from the ankle to the knee in elastic stockings, would stand up. Hogan's first

day of play was only mildly reassuring. He tired badly and came in with a two-over-par 73 to tie for fifth. The next day he shot a 69, and after the third round he posted another 69. He was in second place, then, and across the country there was a swell of excitement unequaled since Joe DiMaggio's comeback (LIFE, Aug. 1). The last day Hogan was all fire and ice. On the 15th hole he sank an incredible 60-foot putt. He got three birdies and, when he parred the 18th hole, he had another 69. Hogan was well out ahead. The greatest threat, 1949's P.G.A. champion Sam Snead, needed two pars and two birdies on his last four holes to tie him. Snead met the challenge. He sank a 10-foot putt on the last hole for a phenomenal 66 and a tie. Rain forced postponement of the play-off, but whether he won or lost, Ben Hogan had made his comeback. He had been dead wrong. It would be a long, long time before anybody would forget about him.



CRASH in Texas last February wrecked Hogan's handsome Cadillac (above). The golfer saved his wife Valerie by shielding her at the moment of impact.



TWO MONTHS LATER he left El Paso hospital for Ft. Worth home, arrived on stretcher.



COMEBACK begins at Los Angeles as Hogan glares at cameraman who ignored sign.



HOGAN SUPPORTERS in large gallery included his wife (left), who nursed him back to health after the crash, and Songwriter Hoagy Carmichael (right).



HOGAN IN TROUBLE was a rare occurrence, but on the 10th hole in third round he hooked into rough. Here he gets out with wedge. Shot was short, and he took one-over-par five on hole.



DEAD-TIRED HOGAN meets reporters after third round. Asked to compare second-, third-day scores (both 69), he said, "Well, they were the same."



A DELIBERATE SLICE from the rough by Hogan in the last round puts the ball right up on the green. The spectators craned their necks to watch ball curve around intervening tree.



ON RAINY SUNDAY aide shelters Hogan and carries his shooting stick. The round was postponed to Monday.



"BODY ENGLISH" by tense Hogan fails to straighten out an erring putt which then rolled two feet past the hole.



HOGAN IS TIED as Sammy Snead holes long putt on 18th green for 66. Snead was fifth when last round began.



AFTER LAST ROUND PLAY HAS MOVED ON,
A HOGAN ADMIRER STAYS AT 15TH GREEN
TO PACE OFF BEN'S GREAT 60-FOOT PUTT

THE IMAGE OF MAN

THE ARTIST HAS SHATTERED IT, BUT HE CANNOT FORGET IT

"What is man," asks the Psalmist, "that Thou art mindful of him? And the son of man, that Thou visitest him? For Thou hast made him a little lower than the angels, and hast crowned him with glory and honour. Thou madest him to have dominion over the works of Thy hands; Thou hast put all things under his feet."

This view of man, which is both exalted and humble, is certainly not, repeat, not the view that one carries away from a visit to the big annual contemporary art show at New York's Whitney Museum, or from the one-man exhibition of Paul Cadmus, featuring his impressively horrifying paintings of the *Seven Deadly Sins* (upper left), at the Midtown Galleries on Madison Avenue. Indeed the supposed low estate of man in modern art is one of the oldest clichés of modern journalism. Man, as he comes off the walls at the Paul Cadmus show, is a tortured, crippled, neurotic and thoroughly ignoble creature. He is scarcely higher than the devils, he is crowned with dishonor, his passions have dominion over him, and he is under the feet of an exceedingly implacable fate. At the Whitney show he has actually disappeared for the most part as an objective entity. Painters like Tanguy and Jackson Pollock and Sennhauser, excellent masters of their medium, have either forsworn the outward envelope of the human animal to make pictures of subjective emotional states or else they have followed the meandering inner eye as it moves through a complex game of manipulating planes, contours, lines, colors and textures into satisfying esthetic form.

From the technical point of view there is nothing wrong with all this. The Tanguy painting called *Fear*, which is on exhibit at the Whitney, is a wonderful thing as it hits the eye of the beholder, with its intricate bone shapes and its sense of illimitable distance. Even the pronounced enemy of abstract painting would prefer the Tanguy as painting to the most beautiful quasi-photographic nude of what the French call the *art officiel*. That is, he would prefer it if he knew anything about painting values as distinct from pornographic values or the standards of design that were once considered appropriate to the candy-box cover.

We began this editorial, however, with a question not about painting but about man. Let us assume for the moment that painting—along with the other arts—is a sure index to man's feeling about his times. The evidence of the Whitney Museum and the Paul Cadmus shows is that man hates what man has made of his world. Reading between the lines, looking beyond the half-concealing, half-revealing surfaces of the paintings, one is aware that many artists are chanting a litany of destruction.

"And why not?" one might ask. Haven't the dead been piled high in Europe and Asia? Isn't man the harried slave of his machines? Doesn't the shadow of the Bomb hover menacingly over all of us? What is so surprising in the fact that the artist should refuse to ignore the ground tone of his epoch? What is so strange about the fact that Julio de Diego

should paint humanity in subhuman, almost insect, terms? What is so mysterious about the necrophilic atmosphere of Stephen Greene's *The Burial*?

In view of the state of modern man and the corresponding state of much modern art, the really surprising thing is that many good artists do not invariably hack the human form to pieces in their pictures. Picasso used various disjunct portions of the anatomy as mere elements of composition in picture after picture, but he could also do a beautifully serene *Portrait of Mme. Picasso* that combines design and representation without doing violence to either. George Grosz, generally one of the loneliest and most dejected of painters, is capable of the tender and joyful nude study at the lower left of this page. And Kuniyoshi's rich-fleshed females are, in their own way, as beautiful as Ingres' in a different mood, or Rubens' in still another.

With the boundaries of matter dissolving, with science more and more preoccupied in probing the forces that lie behind outward appearance, it is hardly to be wondered at that artists have also tried to expand their horizons in every way possible. Man is not only a three-dimensional figure, he is also the embodiment of qualities, aspirations, dreams, fears—and the sum of a myriad of violently agitated points of electronic force. The modern painter, to get at aspects of the truth, has had to transcend the three-dimensional "facts of life" to keep up with an Einstein and a Freud.

But in the midst of all the stress some painters—and they are not merely the leftovers from the old "official" 19th Century schools—have kept their eye on man. The romantic artists—Jamieson, Kuniyoshi, Stuenkel—render the human figure in much the traditional way, but they do it with the stamp of personality and with emphasis on emotional effect. The expressionists—Jack Levine, Karl Zerbe and Mitchell Siporin—use dramatic and artistic distortion, but they are recognizably concerned with the integrity of the human form.

Such exhibitions as the Whitney and the Cadmus shows, then, are not the whole truth about modern painting—or even about the painters who are represented at those shows. The Whitney exhibition has "crowned abstraction" (to quote the January issue of *The Art Digest*), but, as will be demonstrated in a forthcoming LIFE picture essay devoted to young American painters, abstraction is not all. Nor is the current Cadmus emphasis on the degenerate aspects of man by any means the whole of modern art.

In the final analysis it is a question of which way the new arrows are pointing. Our guess on the evidence is that the art of painting is veering away from the older "modern" in significant ways. It will not paint happy man until man is happy; it will not paint religious man until man has once again turned to faith. It will go on painting lonely man—as lonely as the children in Ben Shahn's *Sound in the Mulberry Trees*—as long as man is lonely. But man as a whole creature, an integral creature, may be coming back.



TWO EXTREMES of man's opinion of man as it appears in contemporary art can be gauged by comparing these two paintings. Above: a detail from Paul Cadmus' *Sloth*, one of his *Seven Deadly Sins* series; below: a lyrical nude by George Grosz. In other moods Cadmus is capable of romanticizing the human form; Grosz, on the other hand, made his first great reputation by viciously satirizing man in the cartoons he once drew for publications in prewar Germany.

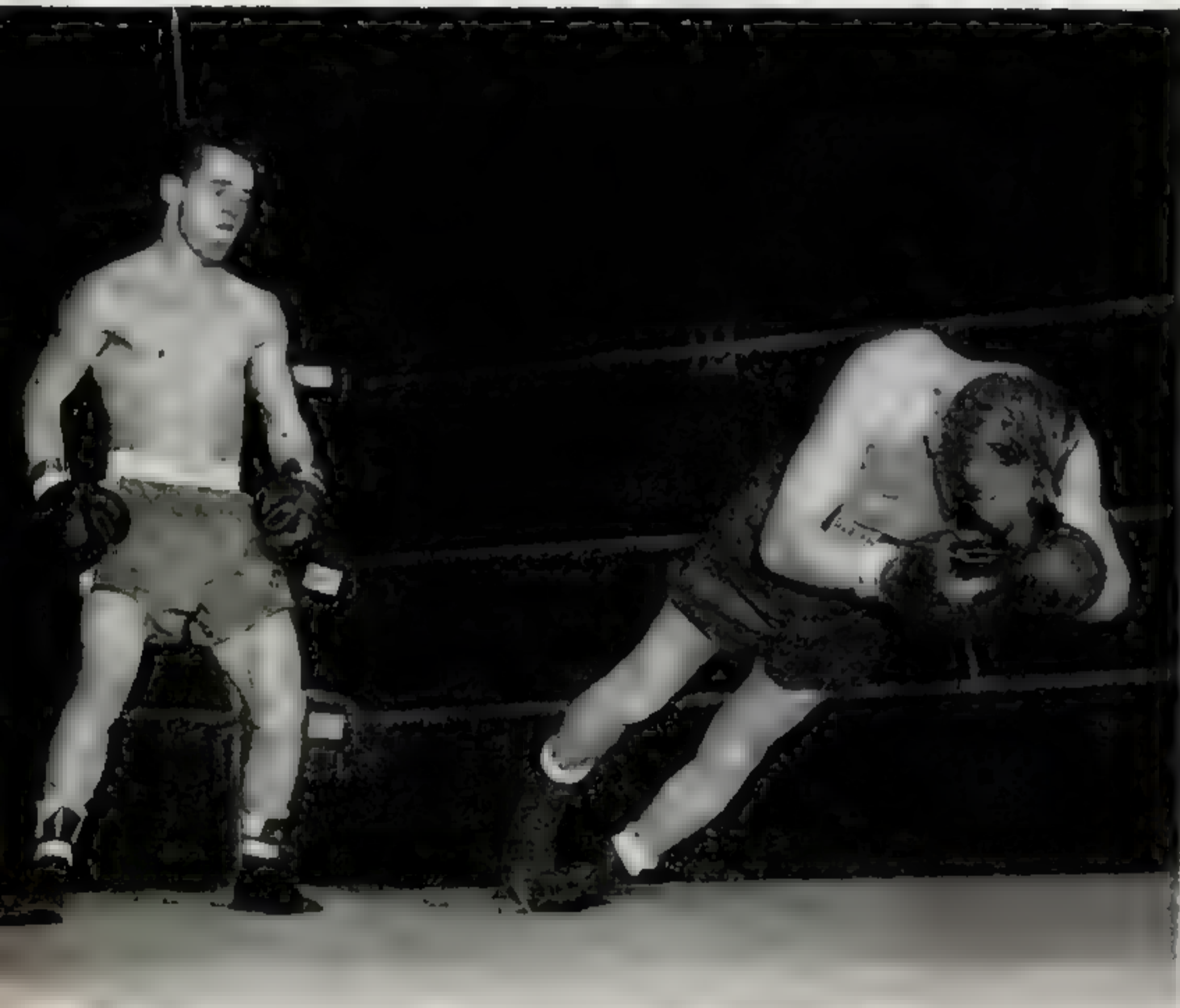
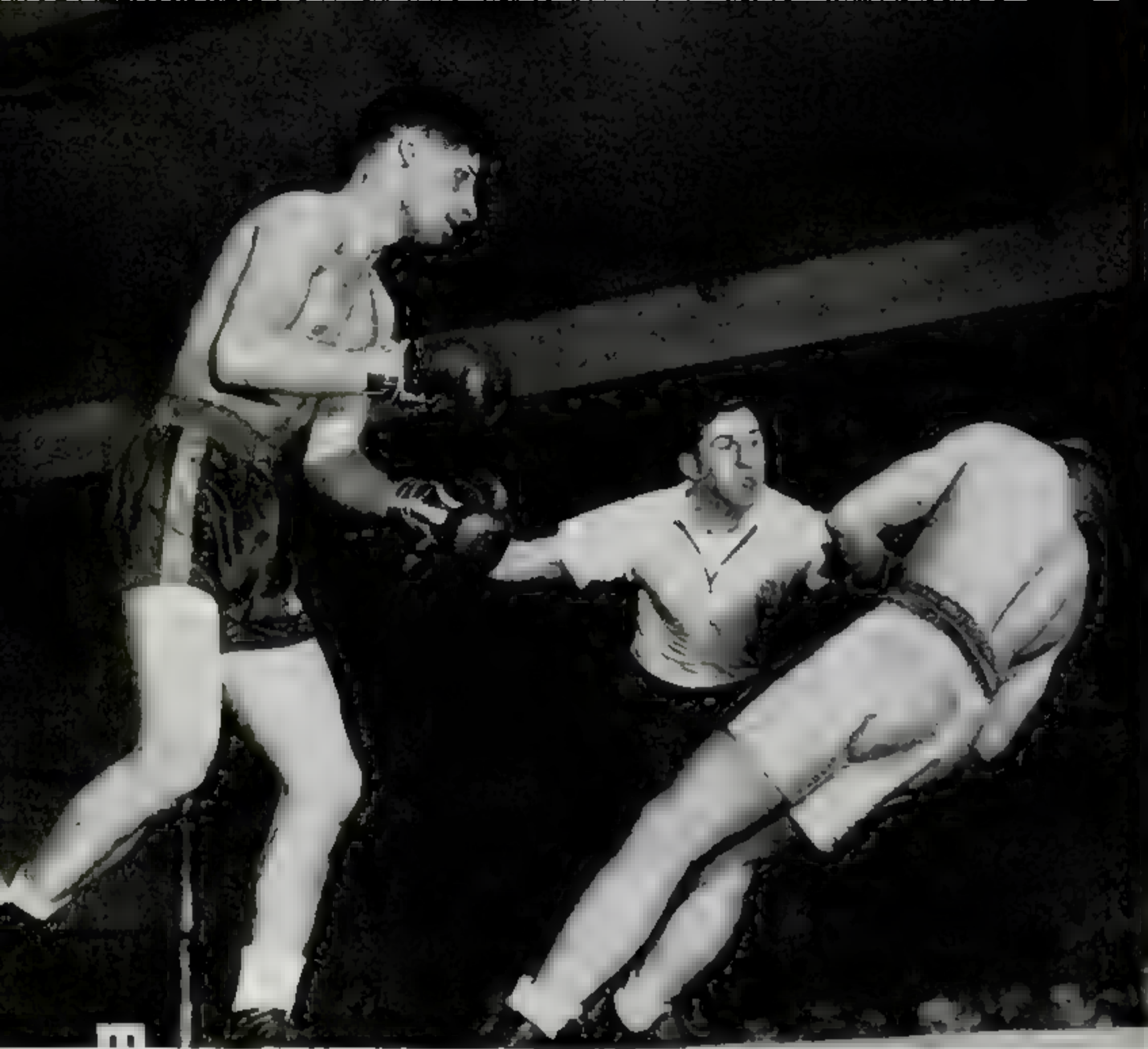




WILL'S PLAYMATES

In Fort Worth a photographer caught four girls and two boys in what seemed to be an act of lese majesty at the statue of Will Rogers, a man the Southwest has practically deified. But the picture

he took also caught a tolerant look on the humorist's face that reaffirmed one of his wisest aphorisms: "A comedian can only last till he either takes himself serious or his audience takes him serious."



STIFF FIGHTERS The remarkably similar knockout photographs shown here were made as the annual *Daily News* Golden Gloves tournament got under way in New York this month. The victims, both in the sub-

novice class, were Roy Carlson (*top*), a 147-pounder put away by Joseph Mazzecca, and Bill Walker (*bottom*), a 126-pounder knocked out by Bob Richards. In each case the falling fighter's rigid knees told the story—the referee needn't have bothered to count 10.



SEA MONSTER Just after New Year's a Norwegian tanker off the Gulf of Suez struck a submerged mass which shook the 7,500-ton vessel and briefly tangled her



"MERCY KILLER" Dr. Herman Sander of Candia, N.H., was at a hideaway (*above*) with his wife. His right to practice had been suspended, his trial for murder was scheduled to start Feb. 20—and he had become a na-



propellers. No damage resulted; the ship steamed away. Four days later a massive gray animal was washed ashore by a great storm and succumbed on Ataka beach outside Suez. Forty feet long and weird

to behold, with tusks that resembled a prehistoric monster's, it was ballyhooed for days as a mysterious beast from the legendary depths of the Red Sea. Thousands came to see it and guess what it might be.

Zoologists, puzzled at first, deliberated for a while and at last delivered their opinion: a young whale had struck the ship head-on, what looked like tusks was simply the jawbone split in two by the collision.



tional figure because of his "mercy killing" of a cancer patient who was sure to die in a short time. Outsiders called him a criminal or an idealist. The dead patient's husband and daughter, Reginald and Elise Borroto (*above*), called him "a wonderful man."



THE PAY-OFF Last week Maury County, Tenn., held a primary to decide who would be Democratic candidate for sheriff. Bidding for votes was brisk. On election day the Columbia Daily Herald blasted the "open buying

of irresponsible votes." A Nashville *Banner* reporter snapped a picture (*above*) which showed money changing hands outside a polling place in Columbia, county seat. But it did not make clear who was paying whom for what. Incumbent won by 154 votes.



IN MODENA POLICE TRUCKS UNLOAD REINFORCEMENTS TO REPEL WORKERS' INVASION OF FOUNDRY (FAR RIGHT)

ITALY'S RIOTS GIVE REDS NEW MARTYRS

Communists seize on bloody factory outbreak to stir up fresh trouble

Nobody knew how it started in the strongly Communist Bologna area. The workers, who claimed that they were locked out of steel foundries at Modena, blamed it on trigger-happy police. The police, massed to repel 10,000 demonstrators gathered together by the Communist party, said the workers threw a hand grenade at a police jeep. In any event the fight started, and by the end of one day last week five workers lay dead and another dying. It was the bloodiest Communist outbreak in almost two years and one of Italy's worst riots since Premier Alcide de Gasperi first took office in December 1945.

Modena was a test. Italian industrialists, hamstrung by a union "payroll freeze" forcing them to keep surplus workers, found a way out. They would close a plant, then reopen it with reduced payrolls.

When the Modena foundries tried it the Communists led a march on the plant, and the riot began. Seeing their chance, the Communists made martyrs of the six dead. Their firebrand leader, Palmiro Togliatti, flew up for a huge funeral and, though no priest or minister took part, cried that the situation "calls for vengeance in the sight of God."

By week's end sympathy strikes were exploding all over the country. In Milan club-swinging police broke up one demonstration (below). Reds and left-wing Socialists organized another in Rome where, in the midst of the uproar, Premier de Gasperi resigned. His resignation was not directly connected with the riots. Still in command of the situation, he was almost certain to form a stronger government. But the Reds were again giving him serious trouble.

IN RED STRONGHOLD OF MILAN THOUSANDS DEMONSTRATE IN STREET BEFORE LABOR UNION HEADQUARTERS



ROARING THROUGH FOG, an armored car patrols Modena street. While trouble lasted, all shops were closed.



VIEWING THE DEAD, Communist Leader Togliatti pauses momentarily beside coffin of one of the six martyrs.



CLASPING FAMILY PICTURE of his wife and child, a worker lies in his coffin while relatives weep over him.



MARTYRED DEAD were given huge funeral attended by more than 200 Communist and Socialist leaders and thousands of sympathizers from neighboring cities. Their cas-

kets, exposed to the view of relatives and comrades, were guarded during ceremony by stern faced fellow workers wearing the official overalls of the factory where they work.



ACROSS THE DESOLATE DUNES OF A VIRGINIA ISLAND A TEXAS COWBOY DRIVES A HERD OF GOATS TOWARD CORRAL. LARIAT WAS USED TO ROPE STRAGGLERS. TEXANS



HEADED FOR TEXAS, the goats trot down a fenced-off passageway to board a barge for the 15-mile trip to the

mainland (*background*). Moved from the island 300 at a time, the goats then faced a 1,500-mile journey by train.

COWPUNCHERS GET The dogies of Parramore Island

Twelve years ago Dr. Carl Schmidlapp, of New York, and his mother colonized two dozen goats on Parramore Island, a nine-square-mile patch of sand dunes and swampland off the Virginia coast. They owned the island and hoped the goats would eat up the underbrush which was beginning to take it over. But despite the goats' nibbling and browsing, the underbrush increased. The goats also increased—so enthusiastically that by this year there were at least 3,000 of them.

So the Schmidlapps gave up. They sold goat-getting rights to Texas traders, who sent three cowboys



GOATS WERE CORRALLED after being driven to southern tip of island. Males were quarrelsome, fighting

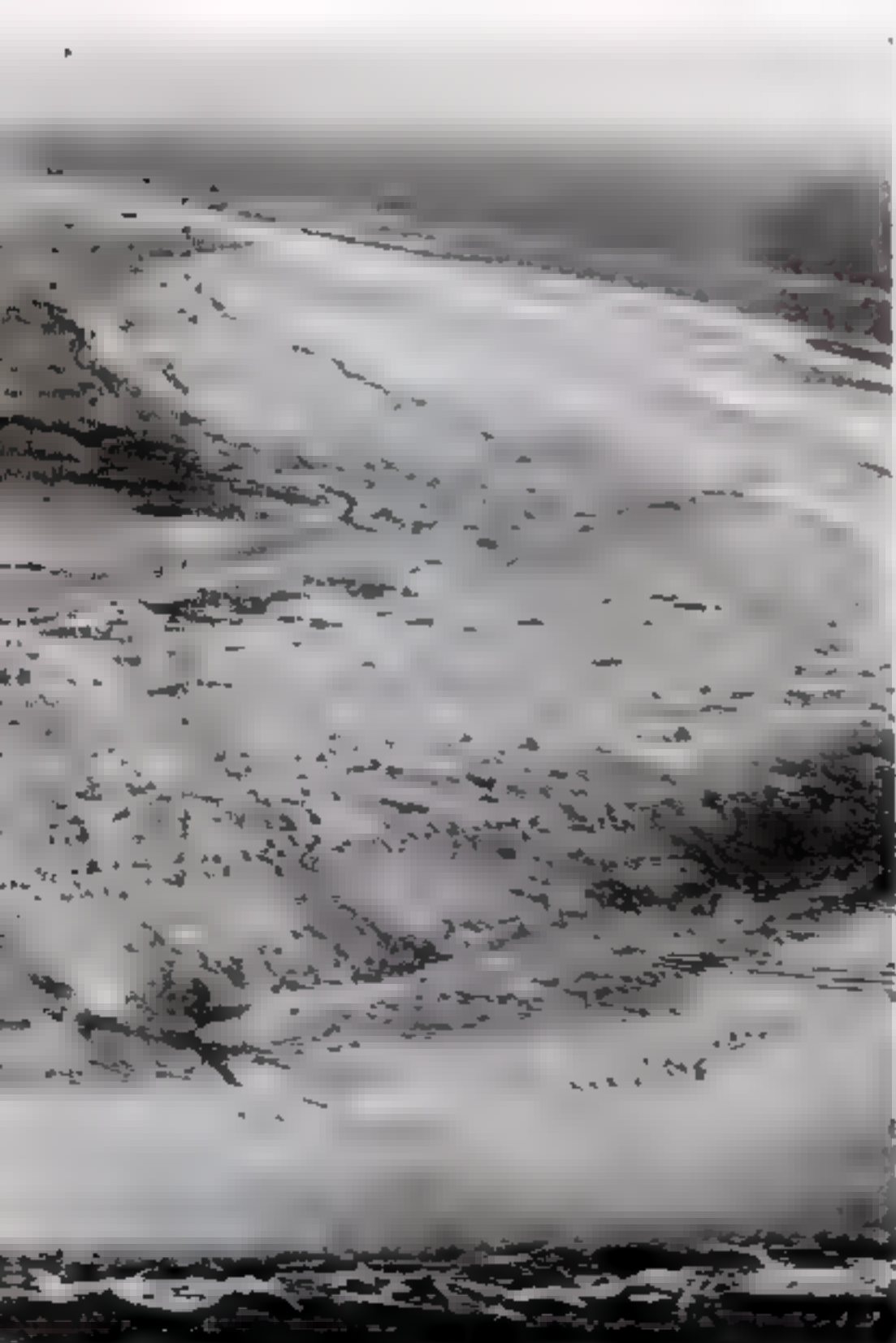


HAD HOPED TO CLEAN UP ISLAND IN ONE BIG RODEO-STYLE ROUNDUP, BUT GOATS WOULD NOT COOPERATE AND HAD TO BE BROUGHT TO BEACH IN SMALL GROUPS

VIRGINIA'S GOATS

give some Texans an ornery time

east to round up the animals in professional style. The Texans had trouble. The Virginia goats were the orneryest they had ever seen. They would not herd together. On wet days they were impossible to flush from thickets. Finally the ranchers sent back to Texas for a goat-wise sheep dog and with its help had herded and shipped 600 goats by last week. They hoped to have the rest of them out in three weeks. The youngest ones will be slaughtered for Mexicans and Texans who fancy goat meat; the yearlings will be used for range stock, and the old goats will be sold to Indiana manufacturer of antirabies serum.



and butting, making themselves and wranglers unhappy. Island's only human inhabitants are Coast Guardsmen.



UNHAPPY KIDS wander about inside corral. Buyers didn't want to bother with shipping them and many were

trampled to death. Several tenderhearted newsmen covering the roundup took them home as bleating souvenirs.



BIRTHDAY CAKE (1870-1950) is presented to Cleveland's Mayor Burke by three long-time Sohio employees.

STANDARD OIL'S BIRTHDAY CHART

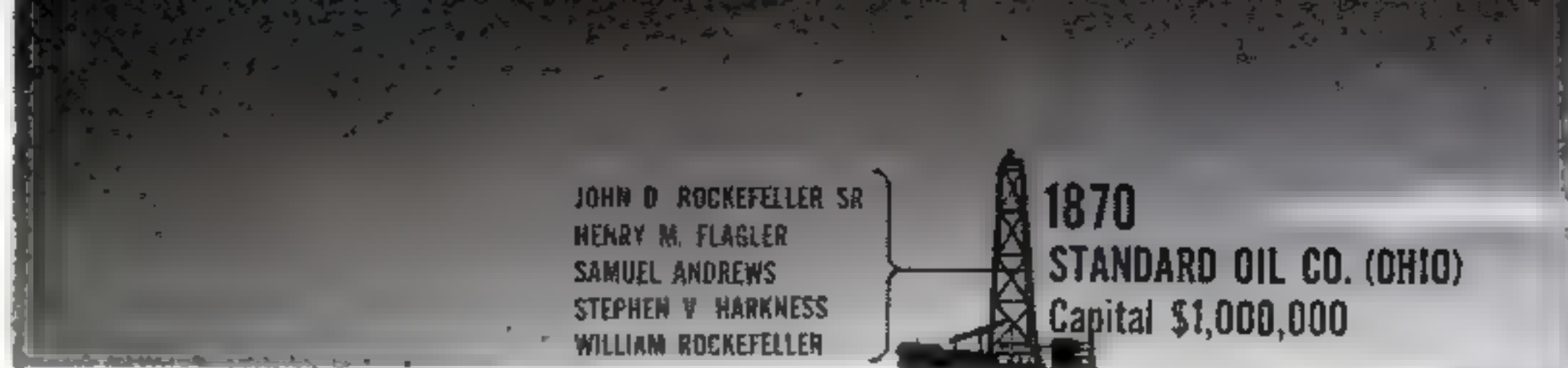
After 80 years its pipelines carry lifeblood of business and finance

Eighty years ago, on Jan. 10, the five men whose names appear in the upper left-hand corner of this chart met in Cleveland and signed the certificate of incorporation of the Standard Oil Company, capitalized at a million dollars. There began the greatest industrial venture in the history of man: from that million-dollar pool commenced to flow the Mississippi of American capitalism, now so vast that no one knows how much it contains. Three and a half billions of dollars—the 1948 assets of one Standard Oil company—is only a small part of it. Standard Oil of Ohio marked the 60th anniversary of its founding by giving out birthday cakes. LIFE marked it by preparing this birthday chart, which shows for the first time in one illustration the main streams of Standard Oil families and fortunes.

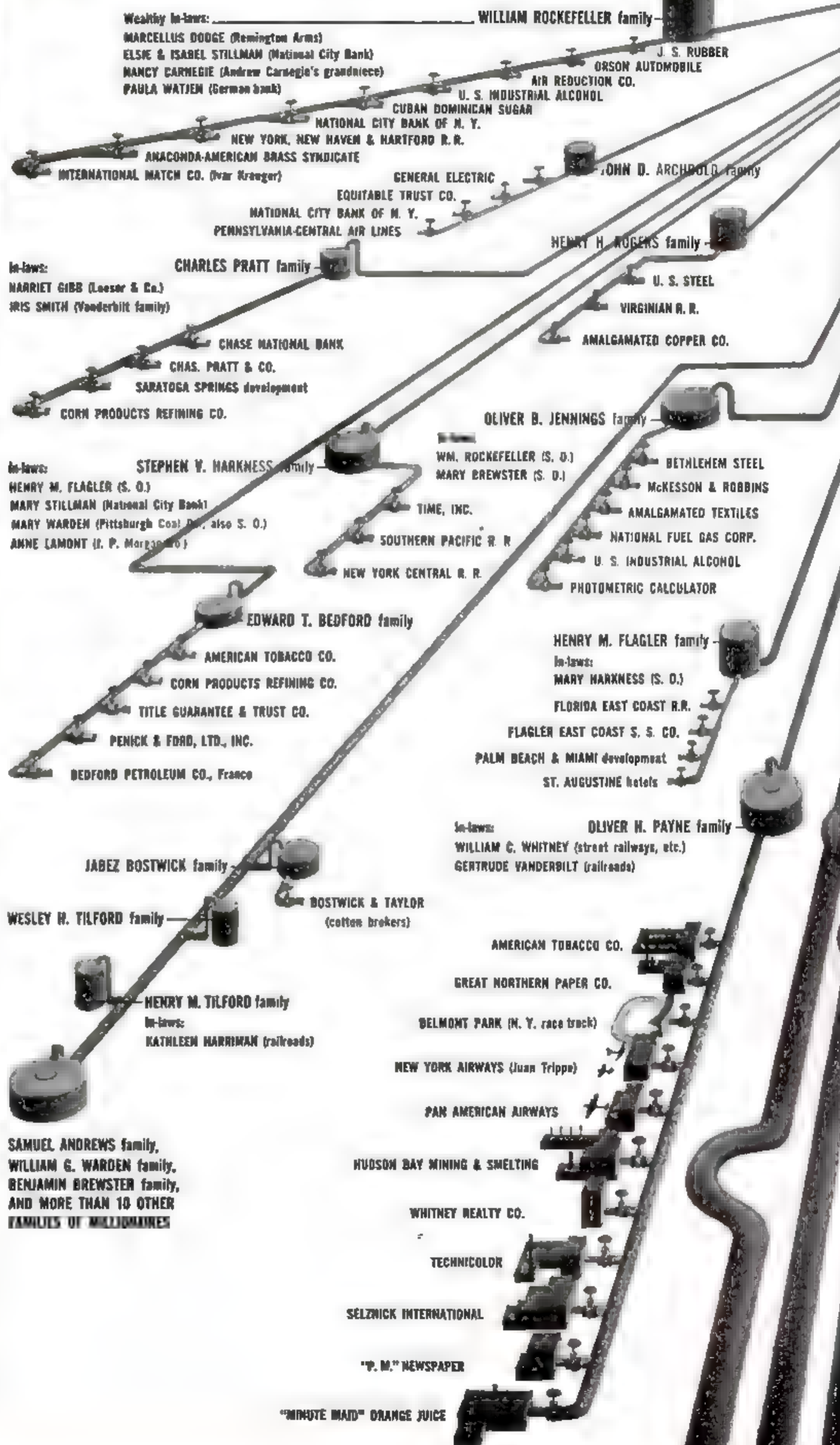
Of the five Ohio founders only one, Samuel Andrews, passed into relative obscurity. The names of the others and those of some later Rockefeller associates can be seen on the whole left-hand side of the chart, with a choice few of the companies in which they have invested, down to the latest wonder, Minute Maid orange juice. Attached to the names of the original associates are wealthy in-laws.

In 1899, Standard Oil of Ohio, along with other Rockefeller companies, became part of Standard Oil of New Jersey, as indicated by the derrick in top center of chart. The new set-up was established by John D. Sr. after maneuvers so ruthless that they made him one of the most hated men in America. The federal antitrust laws forced the dissolution of Standard Oil of New Jersey, marked on the chart by a gate valve under the derrick. The trust broke up into eight smaller Standard Oil companies and 26 additional companies not bearing that name. (As late as 1939 Rockefellers still held large blocks of stock in many of the new companies.)

On the right side of the chart are John D.'s children and grandchildren, and enterprises they have invested in. At the bottom a tank represents the families' magnificent billion-dollar philanthropies.



FAMILIES OF ROCKEFELLER ASSOCIATES



THE STANDARD OIL CORPORATIONS

1899

STANDARD OIL CO. (N. J.)

Capital \$100,000,000

1911 SUPREME COURT DISSOLUTION

STANDARD OIL CO. (OHIO)
1948 TOTAL ASSETS \$237,389,474

ATLANTIC REFINING CO.
1948 TOTAL ASSETS \$382,957,812

STANDARD OIL CO. (KENTUCKY)
1948 TOTAL ASSETS \$76,938,402

OHIO OIL CO.
1948 TOTAL ASSETS \$203,389,193

STANDARD OIL CO. (CALIFORNIA)
1948 TOTAL ASSETS \$1,074,525,652

STANDARD OIL CO. (INDIANA)
1948 TOTAL ASSETS \$1,500,049,488

STANDARD OIL CO. (N. Y.)—SOCOMY-VACUUM
1948 TOTAL ASSETS \$1,443,034,000

25 OTHER COMPANIES.

STANDARD OIL CO. (N. J.)
1948 TOTAL ASSETS \$3,526,043,348

NATIONAL CITY BANK OF N. Y.

JOHN D. ROCKEFELLER SR. family

ALICE—(did not marry)

BESSIE—married CHARLES AUGUSTUS STRONG

ALTA—married E. PARMELEE PRENTICE

EDITH—married HAROLD FOWLER McCORMICK
(International Harvester Co.)

JOHN D. ROCKEFELLER, JR.—married ABBY ALDRICH
(Banks, public utilities)

IN 1939 JOHN JR.'S FAMILY CONTROLLED:

10% VOTING STOCK OF S. O. (OHIO)

13.02% VOTING STOCK OF OHIO OIL CO.

12.58% VOTING STOCK OF S. O. (CALIF.)

13.58% VOTING STOCK OF S. O. (IND.)

17.25% VOTING STOCK OF SOCOMY-VACUUM

14.52% VOTING STOCK OF S. O. (N. J.)

EQUITABLE TRUST CO.

New York City real estate, including ROCKEFELLER CENTER

Cleveland, Ohio, real estate

CONSOLIDATED EDISON CO. OF N. Y.

NATIONAL FUEL GAS CO.

CONSOLIDATED COAL CO.

RADIO-KEITH-ORPHEUM CORP.

COLORADO FUEL & IRON CO.

CHASE NATIONAL BANK

THE JOHN D. ROCKEFELLER FAMILY

U. S. STEEL

CHASE NATIONAL BANK

INTERNATIONAL HARVESTER CO.
AND MANY OTHER CORPORATIONS

ABBY married DR. IRVING PAROCE

JOHN III married BLANCHETTE HOOKER (Hooker Electrochemical—
one of world's largest mfrs. of caustic soda & chlorine)

NELSON married MARY T. CLARK (PENNSYLVANIA N.R.)

LAURANCE married MARY FRENCH

WINTHROP married BARBARA ("Bobo") SEARS

DAVID married MARGARET McGRATH

THESE CHILDREN HAVE PUT MONEY IN THE FOLLOWING:

INT'L BASIC ECONOMY CORP. (Finances Latin American businesses)

McDONNELL AIRCRAFT CORP.

FILATURES & TISSAGES AFRICAINS (Textiles, Belgian Congo)

REACTION MOTORS, INC. (Supersonic rocket plane work for Air Forces)

LABORATORY FOR ELECTRONICS, INC. (Aircraft landing equipment)

WM. H. HARMON CORP. (Prefabricated houses)

UNIVERSAL BUSINESS MACHINES, INC. (Duplicating machines)

AVILA HOTEL in Caracas, Venezuela

S. O. (N. J.) SUBSIDIARIES & AFFILIATES

CREOLE PETROLEUM CORP. (93% owned)—World's largest oil producer, \$619,000,000 assets, 1948

HUMBLE OIL & REFINING CO. (72% owned)—\$851,000,000 assets, 1948

IMPERIAL OIL, LTD., Canada (70% owned)—\$309,000,000 assets, 1948

ARABIAN AMERICAN OIL CO. (30% owned)—Concessions in Saudi Arabia;
S. O. (N. J.) bought interest for \$74 million in 1948

ETHYL GASOLINE CORP. (50% owned)—Supplies ethyl for approximately
three fourths of gasoline sold in U. S.

SOCIETE DU NAPHTHE, Switzerland (100% owned)—
Markets S. O. (N. J.) products in Africa, Near East

ANGLO-AMERICAN OIL CO., LTD., England (100% owned)—
Markets S. O. (N. J.) products in Europe

STANDARD OIL DEVELOPMENT CO. (100% owned)—
Research unit for S. O. (N. J.). Spends \$20,000,000 annually

IN ADDITION

at end of 1948, S. O. (N. J.) had interest in 141 other companies, controlling 78, owning 50% of three, and holding an unknown percentage of 60 in foreign lands. The entire 149 companies buy, sell, transport and market oil and oil products; and manufacture, sell and dispense such items as gas engines, Fiat, Mopar, tires, batteries, gasoline, windshield wipers, oil heating equipment.

THE PHILANTHROPIES

CONTRIBUTIONS FROM ROCKEFELLER FAMILY
AND OTHER STANDARD OIL STOCKHOLDERS.

ROCKEFELLER FOUNDATION
GENERAL EDUCATION BOARD
PRATT INSTITUTE
FOLGER SHAKESPEARE LIBRARY
METROPOLITAN MUSEUM OF ART
NATIONAL ART GALLERY
BAPTIST CHURCH
YALE

COLUMBIA UNIVERSITY
UNIVERSITY OF CHICAGO
HARVARD
ROCKEFELLER INSTITUTE FOR MEDICAL RESEARCH
NEW YORK PHILHARMONIC SYMPHONY ORCHESTRA
AMHERST
VASSAR
Y. M. C. A.

PHILANTHROPIES TOTAL APPROXIMATELY \$1,000,000,000

SOHIO'S AXLE GREASE BECAME HIGH OCTANE

In 1860, as a none too wealthy produce merchant, John D. Rockefeller Sr. first entered the Pennsylvania oil fields. He was quick to see a vast future—in kerosene, axle grease and hoof oil. Ten years later, when he and his associates incorporated the Standard Oil Company, these and similar prod-

ucts were what he had in mind for their little refinery (below, left) in Cleveland. What he did not have in mind was the internal combustion engine. But 25 years later there turned up a young man who did—and what Henry Ford built, John D. fueled. Thus the oil industry became the colossus it is now.



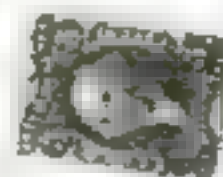
FIRST REFINERY was a collection of shacks on the edge of Cleveland, which processed eastern crude oil. Today the shacks are gone, and the property on which they stood (shown in oval in top picture) takes up only a small corner of the huge Sohio works (dark portion of picture) which will soon process crude oil piped all the way from Texas.

*That the Capital shall necessary for said Company, and the amount is fixed on as follows:—
The Capital Stock is the sum of One million Dollars.*

That the amount of each share of Capital Stock is One hundred Dollars.

That the name of the place where said business establishment shall be located, a place doing business at Cleveland as City, being now to be met.

*That the name and style by which said manufacturing establishment shall be known is The Standard Oil Company
Cleveland C. in January 10-1870*



*John D. Rockefeller
Henry W. Seager
Samuel Andrews
Stephen D. Harkness
William Rockefeller*

CERTIFICATE OF INCORPORATION is preserved in S.O. archives. In the first part (not shown here) associates announced they would make "petroleum," with an i. William Rockefeller was John D.'s brother. Andrews had been John D.'s associate in a previous oil venture. Sohio now has no connection with other Standard Oil companies.

"BELIEVE ME,
MY FAMILY
AGREE..."



Just as sure as you like chicken
you'll like *Campbell's* CHICKEN SOUP

CHICKEN

-in the broth



“My husband says its broth is rich
with chicken flavor—every spoonful!”

CHICKEN

-in the rice



“The rice is full of
the taste of fine chicken.
Mmm-Good! is right!”

CHICKEN

-tender pieces



“My two hungry
youngsters go for all those
tender pieces of chicken!”



TO HELP YOU *"Be thrifty in '50..."*

Libby's

BEST



Right now watch for grocers' displays featuring "Libby's Best Buy Days"—and stock up! That's the way to serve glorious meals and *make every single penny count!*

Get Libby's Juices to start your menus . . . Libby's Meats for thrifty, easy main dishes . . . Libby's Vegetables to add real garden-goodness . . . Libby's appetite-teasing Pickles and Olives . . . Libby's Fruits for luscious salads and desserts. And for your *youngest eater*, Libby's yummy *Baby Foods*, of course!

Libby's Best Buy Days show you how to "Be thrifty in '50". So, watch for grocers' ads and displays and get your full share of the wonderful values and wonderful *eating!*

Libby, McNeill & Libby, Chicago 9, Ill.

LOOK TO *Libby's*
FOR PERFECTION!

BUY

Days!



BEST BUY
Peak-Flavor
Pineapple
SLICES • CRUSHED
CHUNKS



BEST BUY
Golden-Sweet
Corn
•
Picked-Early
Peas



BEST BUY
Deep-Brown
Beans
•
Extra-Juicy
Vienna Sausage



BEST BUY
Flavor-Rich
Peaches



BEST BUY
Corned Beef
Hash
•
Garden-Good
Beets



BEST BUY
Crispy
Pickles
•
Spanish and Ripe
Olives

every 4½ seconds



THIS YEAR someone, somewhere, will
"remember with Whitman's" every 4½ seconds
around the clock. Will YOU let a
Whitman's SAMPLER speak for YOU, too, in 1950?



A Woman Never Forgets the Man Who Remembers
BIRTHDAYS . . . ANNIVERSARIES . . . "THANK YOU'S"

DOUGLASS, 1950, STEPHEN P. WHITMAN & SONS, INC. PHILA.



FAYE EMERSON LEANS FORWARD AND SHOUTS AT MATADOR, BUT BULLFIGHT FAN ABOVE HER IS EVEN MORE EXCITED

FAYE SHEDS A HUSBAND, SEES A FIGHT

"I understand," said Actress Faye Emerson as she boarded a plane recently for Mexico City, "that Mexican divorces don't take very long." That was an understatement. In the sleepy town of Cuernavaca it took her about five minutes to complete formalities necessary to dissolve five years of marriage with Elliott Roosevelt, who did not contest her charge of mental cruelty. After

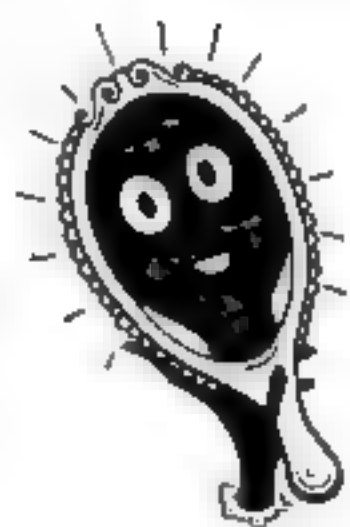
affixing fingerprints and signature to various papers, she had a few days left to visit with friends (who had been with her when she was married) and see a bullfight where her mobile, expressive face showed the excitement and revulsion she felt as the fight progressed. By last week she was back in New York to carry on with her television show and start on a new movie, *The Ivory Tower*.



A LITTLE LATER, THE SPECTACLE STARTS TO SHOCK HER



AS BLOOD FLOWS, SHE COVERS HER MOUTH IN HORROR



The fair of face



Alas, her tresses!



She bought an Ace



Now gets caresses

ACE
HARD RUBBER
COMBS



Cost less because
they last longer

A type for
every purpose
29c and 39c
Sold everywhere

AMERICAN HARD RUBBER COMPANY
NEW YORK 12, NEW YORK

HOW WOMEN OVER 35 CAN LOOK YOUNGER

A Frank Statement about Estrogenic Hormones by Helena Rubinstein

"Estrogenic Hormones are the most effective agents yet discovered for helping women to look younger"

I believe, with all my heart, that Estrogenic Hormones can make you look younger. So I have taken this space to tell women over 35 what they can expect from my Estrogenic Hormone preparations.

While leading scientists have carried out exhaustive experiments with Estrogenic Hormone Cream, I have been using my own skin as a testing ground.

More than 20 years ago I started applying Hormone cream to my own skin. Since then I have observed the effects on thousands of other women. All this time, too, I have kept abreast of hormone studies in universities, and in my own laboratories.

Dramatic Proof

We now have dramatic proof that Estrogenic Hormones can often bring about a decided improvement in the appearance of dry, oldish skin.

One of the many important tests which have contributed to this proof took place recently at a leading university in New England. I think you may be interested in a summary of this test:

1. The hands of twenty-five women between the ages of 35 and 55 were placed under scientific observation for six months.
2. Two different creams were applied to their hands daily. One cream contained Estrogenic Hormones. The other did not. The creams looked identical. Even the doctors making the study did not know which hands received Estrogenic Hormone Cream!
3. At the end of 6 months the doctors formed their conclusion: "The skin of the left hands (with one or two exceptions) looked fuller, less wrinkled, more youthful."
4. It was then learned by the experimenting doctors, that Estrogenic Hormone Cream was the one which had been used on these younger-looking left hands!

Yes, we now have proof that Estrogenic Hormone preparations can safely give women younger-looking skin.

Important to Women Over 35

If you are over 35, then you must realize that your skin is steadily losing its youth-giving substances.

Estrogenic Hormones are natural substances. And they really work in a very simple way. When gently massaged into your skin, they make your under-skin fill out. This in turn stretches the outer-skin. When this happens, tiny lines become less visible. Your skin, as the doctors reported, looks "fuller, less wrinkled, more youthful."



"YOUR HUSBAND LOOKS AT YOU WITH NEW INTEREST"

Works In Two Ways

My Estrogenic Hormone Cream works in two ways to help your skin look more youthful. It works from *within* . . . as your skin absorbs the natural estrogenic hormones. And it works from *without* . . . as its rich emollients smooth away dryness, and help you recapture that lovely young look.

But these admirable results *don't happen overnight*. Even though women have told me they noted an improvement after *only one week* . . . I always advise women to put my Estrogenic Hormone Cream and Oil on trial for at least 3 months.

But even at the end of 30 days, I am sure you will note a very real change—a younger-looking skin.

A Thrilling Experience

If you are over 35 it is a thrilling experience when you begin to look younger. Compliments come your way. "What have you been doing to yourself?" ask your friends. You yourself are glo-

riously aware that you look prettier, brighter. You have a new assurance. A new poise. Your husband looks at you with new interest. Life suddenly seems more exciting.

What woman doesn't want to enjoy years of such happy fulfillment? You can keep up the good work by continuing to use my Estrogenic Hormone beauty products.

MRS. MAKIA MARY ROBERTS
OF SAN DIEGO WRITES:

"I find Helena Rubinstein Estrogenic Cream and Oil simply marvelous. Even though I used them more sparingly than the directions call for, I can honestly say there is a remarkable difference in my skin."



INTRODUCTORY OFFER*

Helena Rubinstein makes this dollar-saving beauty offer to every woman who longs for younger-looking skin.

ESTROGENIC HORMONE CREAM,
for face and hands \$3.50
ESTROGENIC HORMONE OIL,
for neck and throat 2.50

NOW ONLY \$3.50, plus tax ~~\$6.00~~

You can now obtain this beauty bargain at your favorite cosmetic counter. But please hurry, because supplies are limited.

*Expires February 28, 1950

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"YOUR WITNESS, MR. MURPHY"

The government's attorney demonstrates the art of cross-examination against psychiatrist in second Hiss trial

by JAMES BELL



PROSECUTOR MURPHY STUDIES UP ON PSYCHIATRY

All through the first and second trials of the U.S. Government versus Alger Hiss, LIFE and TIME Reporter James Bell watched from the press rows. Last week, as the second trial reached a climax, Bell filed this report:

AT the start this looked like the same old trial all over again, but the differences soon became plain. Most striking of them was the judicious mien of Judge Henry W. Goddard—and the latitude he allowed in the introduction of new evidence. For both defense and prosecution, Goddard permitted testimony prohibited in the first trial.

At first this helped the prosecution tremendously when Hede Massing, divorced wife of "No. 1 U.S. Communist" Gerhart Eisler, was allowed to testify. She swore that Alger Hiss had belonged to a Communist spy ring in Washington. Here was the first person to join Whittaker Chambers in direct accusation.

But careful, soft-spoken Defense Attorney Claude Cross (himself the perfect contrast to Hiss's lawyer in the first trial, bombastic Lloyd Paul Stryker) also saw a chance to profit by Judge Goddard's admission of new testimony. Cross doggedly pursued the basic strategy of the Hiss counsel: the best defense for Hiss was a good offense against Chambers. So, over the strong objections of Assistant U.S. Attorney Thomas Murphy, Judge Goddard permitted testimony by one Dr. Carl Binger, a psychiatrist. Tall, bald, eagle-nosed, Dr. Binger contended that Whittaker Chambers was "suffering from a psychopathic personality," evidenced by such symptoms as egocentricity, lying and using aliases. Even the fact that Chambers, in court, had glanced at the ceiling periodically seemed to Dr. Binger to confirm the diagnosis. The psychopath, Dr. Binger explained, tells lies without knowing they are lies, and is insensitive to the pain of others.

Tom Murphy could hardly wait to get at Dr. Binger. At 10:30 a.m. on Jan. 10 the prosecutor

rose to his full height of 6 feet 4 inches and advanced on the psychiatrist. He had (or skillfully affected) the indignation of a man who resented having his intelligence insulted, but he never let his Irish ire dull the incisiveness of his cross-examination.

Murphy began with a wry question: Did anything in the witness's analysis of Whittaker Chambers explain how Chambers came into possession of four documents in the handwriting of Alger Hiss? The Doctor allowed he had no explanation.

Quickly Murphy passed to his first line of attack on Dr. Binger: Did the high-sounding phrase "psychopathic personality" have any intelligible meaning? The witness said it was a character disorder. That was scarcely precise, said Murphy, and he asked the witness to define, for example, pneumonia. This Dr. Binger did with exact detail. Would he mind being equally specific about "psychopathic personality?" Again he failed to satisfy Murphy. The best he could do was: "A disordered mental and emotional make-up."

Murphy's next line of attack was aimed at Dr. Binger's professional competence.

"Now Dr. Binger," Murphy rumbled, "did you tell us . . . when you were certified as a psychiatrist?"

"I said I was certified by the American Board of Neurology and Psychiatry."

"Did you tell us what year that was?"

"I want to be precise. It was within the last two or three years. I don't recall the exact year."

"Would 1946 be approximately correct?"

"Yes."

"Let me see, Doctor. You graduated from medical school in 1914?"

"I did."

"You were therefore certified as a psychiatrist thirty-two years later?"

"That is correct."

"Now, Doctor," Murphy questioned softly, "what full-time training in an institution devoted to the study of anatomy and pathology of the brain have you had?"

"None," said the witness.

"A wastepaper-basket classification"

NOW the prosecutor left the specific issue of Dr. Binger's individual competence and launched his attack on a broader front.

"Well, the science of medicine and psychiatry is not quite an exact science, is it, Doctor?"

"Of course not."

"Doctors have been known to disagree on diagnosis?"

"Frequently."

"Have you ever been wrong, Doctor?"

"Certainly."

Murphy tied up this line of attack with an earlier one. "Would you say, Doctor, the definition, or perhaps the concept, of the psychopathic personality is a phrase which is in substance sort of a wastepaper-basket classification for a lot of symptoms?"

"I think that would be fair."

"You are willing to say that it can be classi-



PSYCHIATRIST BINGER ASSUMES PROFESSIONAL AIR

fied as a wastepaper-basket classification, but it is not vague?"

"I think that psychiatric diagnosis has a certain vagueness. I would include vagueness as related to psychopathic personality, yes."

The prosecutor was now ready to advance along the main, most important line of attack: Had not the psychiatrist shown astonishing presumption in categorically passing judgment on a person to whom he had never spoken a word and whom he had actually seen only for seven days in a witness chair? Could this suffice?

"Without any other information?" Dr. Binger asked in reply.

Murphy replied ponderously, "The words are, 'Can you form a complete opinion on the personality of a person by merely observing him or her on a witness chair?' Now if you are confused about some of the meanings of those words, I will be glad to explain them to you. Can you form a complete opinion by observing him or her on a witness chair?"

"Of course not," said Dr. Binger.

Had not Dr. Binger been ready to give an opinion of Chambers' character to the grand jury in December 1948? Dr. Binger said that he had been ready to do so.

"And in December 1948, you had not physically observed Mr. Chambers?"

"Never."

The prosecutor picked up a book and, opening it, said, "Doctor, some doctor has said this. I want to try to find out if you agree. 'To be sure . . . no examination would be regarded as complete without careful physical studies as well.'"

Dr. Binger conceded that this was true for "patients."

"With regard to testimony in court, no?"

"In the case of psychopathic personality one or two physical facts are important."

"You said this yourself?"

"I don't recall. I have said an awful lot in my day," the witness replied.

"Soaping" dulls hair— Halo glorifies it!



Not a soap,
not a cream—
Halo cannot leave
dulling, dirt-catching
soap film



Gives fragrant
"soft-water" lather
—needs no
special rinse!

Removes
embarrassing
dandruff from both
hair and scalp!



Halo leaves hair
soft, manageable—
shining with colorful
natural highlights!



Yes, "soaping" your hair with
even finest liquid or oily cream
shampoos leaves dulling,
dirt-catching film. Halo, made
with a new patented ingredient,
contains no soap, no sticky oils.

Thus Halo glorifies your hair
the very first time you use it.

Ask for Halo—America's
favorite shampoo—at any drug
or cosmetic counter!



Halo reveals the hidden beauty of your hair!

"YOUR WITNESS" CONTINUED

The prosecutor asked if Dr. Binger knew a Dr. A. A. Brill. Binger said he did. Murphy asked: Was the witness aware that Dr. Brill had once said that Abraham Lincoln was a schizophrenic?

"I have no use for armchair analysis. . . ." Dr. Binger replied righteously.

"Oh," said Murphy, his voice weighted with sarcasm. "You go in for the more studied analysis."

The laughter rolled across the courtroom.

The prosecutor was gaining confidence as the witness was losing his. Murphy read from Dr. Eugene Bleuler's textbook of psychiatry. The witness had testified he had "enormous" respect for Dr. Bleuler. Murphy read from Dr. Bleuler that it was "incorrect to say that the psychopath has this or that quality . . . there exists an infinite shading. . . ." The witness happily agreed—and carelessly added:

"You have to take the *whole* life pattern before one ventures a diagnosis. . . ."

Quickly the prosecutor snapped up the word *whole*, repeating it with relish. Slowly, the witness backed down, murmuring that the "whole" pattern perhaps was not always necessary.

With happy zeal, the prosecutor came back to the matter of the various names Whittaker Chambers had used—the variations being one of the "symptoms" cited by the witness.

"Now what name did you use when you wrote *The Doctor's Job*?"

"Carl Binger."

"And when you testified here you told the clerk your name was what?"

"My given name, which is Carl A. L. Binger."

Then the prosecutor showed that in 1938 the American Medical Directory had listed the witness as Carl Binger, but in 1942 he was Carl A. L. Binger.

"You do not attach any significance to that . . .?"

"No diagnostic significance."

59 glances at the ceiling

It was immediately after the afternoon recess that Murphy had the most fun with "symptoms." Resuming his cross-examination, he reported that the government table in the court had kept count of the number of times Dr. Binger had glanced at the ceiling (this being a mannerism that helped confirm his diagnosis of Chambers). In the first 50 minutes of his testimony Dr. Binger's ceiling gazes totaled 59.

"I wonder if that has any symptoms of a psychopathic personality?"

"Not alone," Dr. Binger replied in a voice barely audible.

How objective and impersonal was the psychiatrist's testimony?

Under Murphy's insistent examination the witness testified that he had known the Hisses personally since 1947; that his wife and Mrs. Hiss were fellow Bryn Mawr graduates; that Mrs. Binger was the assistant headmistress at the Dalton School where Mrs. Hiss had taught. The Doctor insisted he was impartial.

And the Doctor's politics?

The prosecutor read a New York Times dispatch dated Aug. 17, 1948 which reported an address Dr. Binger had delivered to the International Conference on Mental Hygiene. Dr. Binger had urged that the U.S. State Department employ mental and social scientists as top policy advisors. "We might use our psychiatric insight," Dr. Binger had declared. Without such insight, there was a danger which Dr. Binger had defined thus:

The "bugaboo of Communism," Dr. Binger had said, was spreading a state of "nervous anxiety" throughout the U.S. This "bugaboo," he had declared, was being "fanned by big business and vote getters."

The next day the prosecutor let the defense have their witness back.

It had been a remarkable demonstration of the art of cross-examination. The defense, however, was back the following day with Harvard psychologist Dr. Henry Alexander Murray, who reiterated Dr. Binger's diagnosis. The prosecutor tore into the new witness with the same vigor but with less conspicuous success: Dr. Murray was a more alert witness and generally avoided the traps Murphy set for him, including some Dr. Binger had fallen into. Murphy, for example, asked Dr. Murray how he would explain Chambers having notes in Hiss's handwriting. Whereas Dr. Binger had answered that he could find no explanation for it, Dr. Murray answered quickly, "That is outside my province." As the second trial of Alger Hiss moved into its last days, no observer could know how much doubt had been insinuated into the minds of the 12 jurors by the psychoanalytical assault on the government's key witness.



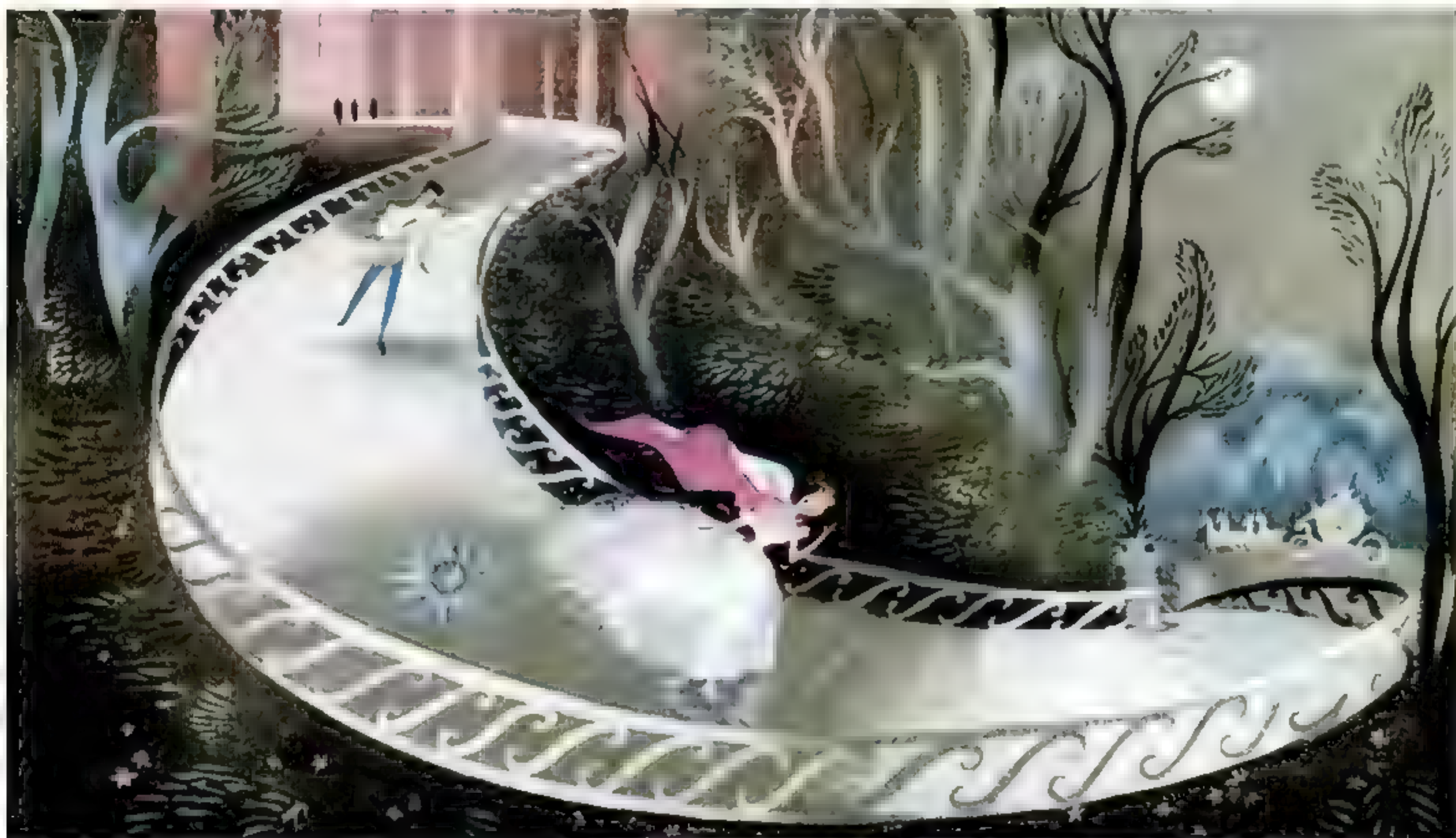
Midnight never strikes
when you're in love

Walt Disney's *Cinderella* will give a new lift to your life.

Not only because it's the greatest love story ever told—though that's reason enough if you've ever been in love. But because it's so full of the wonderful fun, hilarious characters, singable songs—the sheer enchantment that comes only from Disneyland.

Ever since "Snow White and the Seven Dwarfs," thousands have written...asked...waited for Walt Disney to bring *Cinderella* to life.

After 6 magical years it's ready—ready to thrill the world as no picture ever has—ready to fill your heart with a happiness you'll never forget!



Walt Disney's

Even the birds will be singing

"Bibbidi-Bobbidi-Boo" "So This Is Love"
"A Dream is a Wish Your Heart Makes"
"Cinderella" "The Work Song"

CINDERELLA

A MAGICAL
MUSICAL

A LOVE STORY WITH MUSIC 6 YEARS IN THE MAKING
Color by TECHNICOLOR Distributed by RKO Radio Pictures



"I was curious..."



I tasted it...



Now I know why Schlitz is...

The Beer that made Milwaukee Famous!"



© 1950, JOS SCHLITZ BREWING CO., MILWAUKEE, WIS



GIRLS' SHIRTS BY McMULLEN CO. COST FROM \$10.95 TO \$15.95, FEATURE FRENCH CUFFS, PIQUE TRIM, TUCKED FLOWERED BOSOM

Man-tailored shirts get fancy

Women go dudish with piqué trim, starched or flowered bosoms

By the end of last summer, requests for men's shirts in small sizes began to hit haberdashers. By early fall the girls' raid on men's shirt counters was under way. Women wanted man-tailored shirts and soon stripped ready-made stocks of size 13 collars and 28-inch sleeves. Then they turned to custom-made numbers with dudish starched bosoms. Now shirtmakers are producing fancy versions of man-tailored styles involving yellow piqué collars, pink taffeta fabrics and rhinestone studs. Though old-school haberdashers view such aberrations with alarm, the Custom Shop, maker of the starched-bosom shirt shown on the cover, reports that women account for a third of their trade and business gets more interesting all the time.

**LOOKING
for SOMETHING
?**



UPHOLSTERERS



To find the services
you need — use the
YELLOW PAGES
OF YOUR TELEPHONE DIRECTORY



TABLECLOTH COTTON goes on the street in a shirt with stiff piqué collar and cuffs. Shirt (Reid and Reid) costs \$9, has checked hunting-scone design.

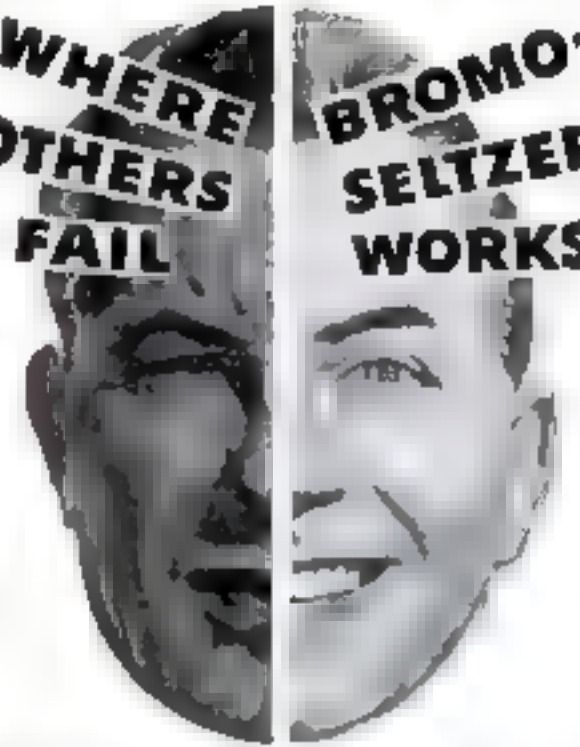


PINK TAFFETA made like Brooks Brothers boys' shirt (Lark, Aug. 29), is dressed up with rhinestone studs for evening, costs \$22.95 (Lloyd Smartwear).

Fast help for HEADACHE

Upset Stomach • Jumpy Nerves

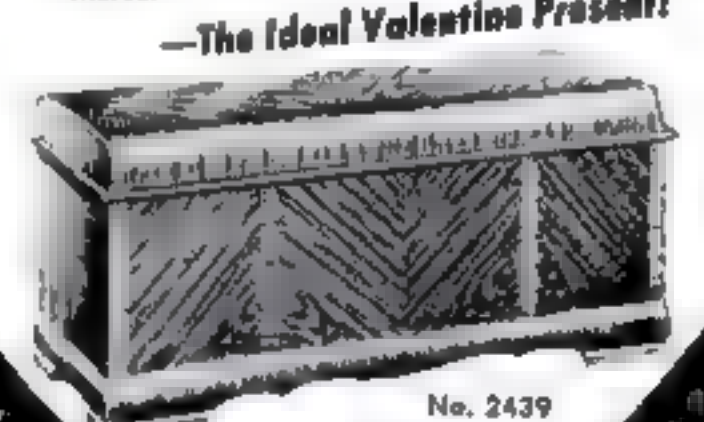
**WHERE
OTHERS
FAIL** **BROMO-
SELTZER
WORKS**



Today more people than ever before use Bromo-Seltzer. Because this time-proved product gives fast help. Not only for headache pain, but also for the upset stomach and jumpy nerves that often go with it.

Quick! Pleasant! Bromo-Seltzer effervesces with *split-second* action, ready to go to work at once. And it is so refreshing! You must be satisfied or your money back! Caution: Use only as directed.

Get Bromo-Seltzer at your drug store fountain or counter today. It's a product of the Emerson Drug Co. since 1887.



No. 2439

Genuine American Walnut with tray receding hinges. While they last.

\$47.95

**Save \$10 on Lane's
Valentine Special**

Thrill her on February 14 with the gift that starts the home. The perfect present for sweetheart, wife, daughter, mother, or sister.

LANE CEDAR HOPE CHEST

There is a Lane for every room, with exterior in all popular woods and finishes to harmonize with all types of furniture. Guaranteed Mole Protection. At furniture and department stores.

THE LANE COMPANY, Inc., Altavista, Va.
Write Attention Dept. L25 for information, if desired.

CONTINUED ON PAGE 47



Everybody knows the sign of good coffee



Products of General Foods

Perfect timing for a neighborly invitation. The long cold miles ahead will seem shorter after a heart-warming cup of truly good coffee . . . full-bodied, fragrant Maxwell House. The *only* coffee with that famous "Good to the Last Drop" flavor. Behind that finer flavor, there's a secret . . . a closely guarded recipe for certain fine coffees, and how to blend them for *more* richness, *more* mellowness, *more* deeply satisfying goodness. Because it offers the best in coffee drinking pleasure, more people buy and enjoy Maxwell House than any other brand of coffee—at any price!

TUNE IN . . . "Father Knows Best" . . . delightful family comedy starring Robert Young . . . NBC, Thursday nights



Maxwell House . . . the one coffee with that "Good to the Last Drop" flavor!

Millions of bottles are bought
by men who like that

*clear
clean
taste*



Taste is funny. You just can't get it into words. But when you see the pleased look on Brother Raccoon's face as he washes his wild strawberries, you just can't miss what we mean by "PM's clear, clean taste". Millions of men like the zest of PM's clear, clean taste. So will you!

PM
BLENDED WHISKEY



National Distillers Products Corporation, New York, N. Y. Blended Whiskey. 86 Proof. 67½% Grain Neutral Spirits.

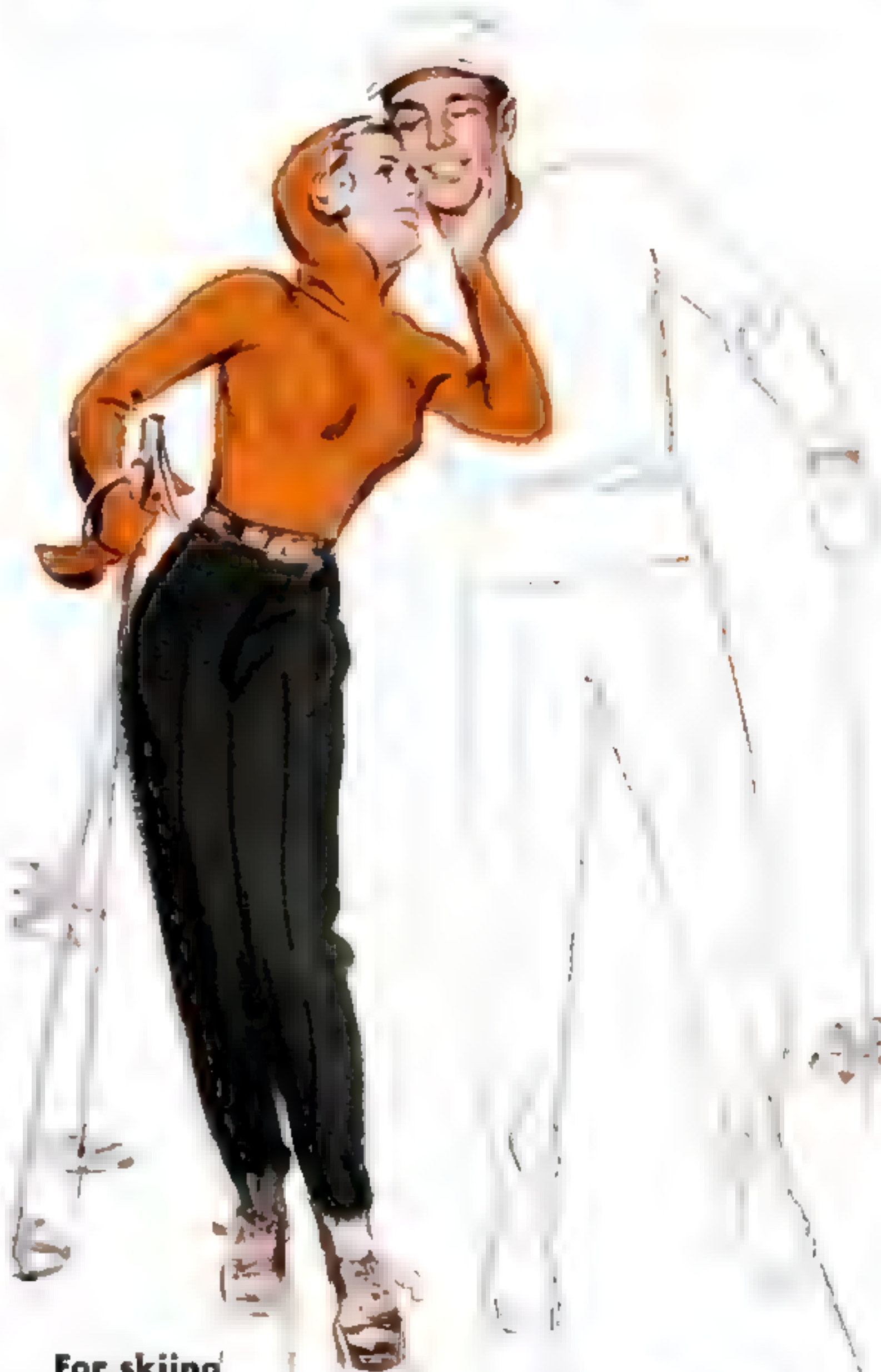


FRENCH-CUFF SHIRT with string tie is fitted on socialite Mrs. Thomas Phipps at custom shop of John Pringle, Inc. Made of English voile, it costs \$25.



BUTTON-DOWN COLLAR SHIRT in taffeta, worn by Actress Gene Tierney, costs \$35, was designed by husband Oleg Cassini. Daughter is 13 months.

FOR BEST RESULTS:
shave with **Barbasol**



**For skiing
(or "she-ing")
... get a
Barbasol face!**



If rough winter weather means a chapped, tender face—try shaving with Barbasol! Barbasol not only gives easy, long-lasting shaves; it actually soothes and *protects* your skin—never dries it out, as soapy lathers do. So your face stays soft, smooth and fresh. *Try* Barbasol. It *feels* good; it *looks* good; it *is* good for your skin!

Use it also for soothing relief of windburn, chapping, chafing and itching.



Avoid athletic aroma
BARZ
Lotion Deodorant

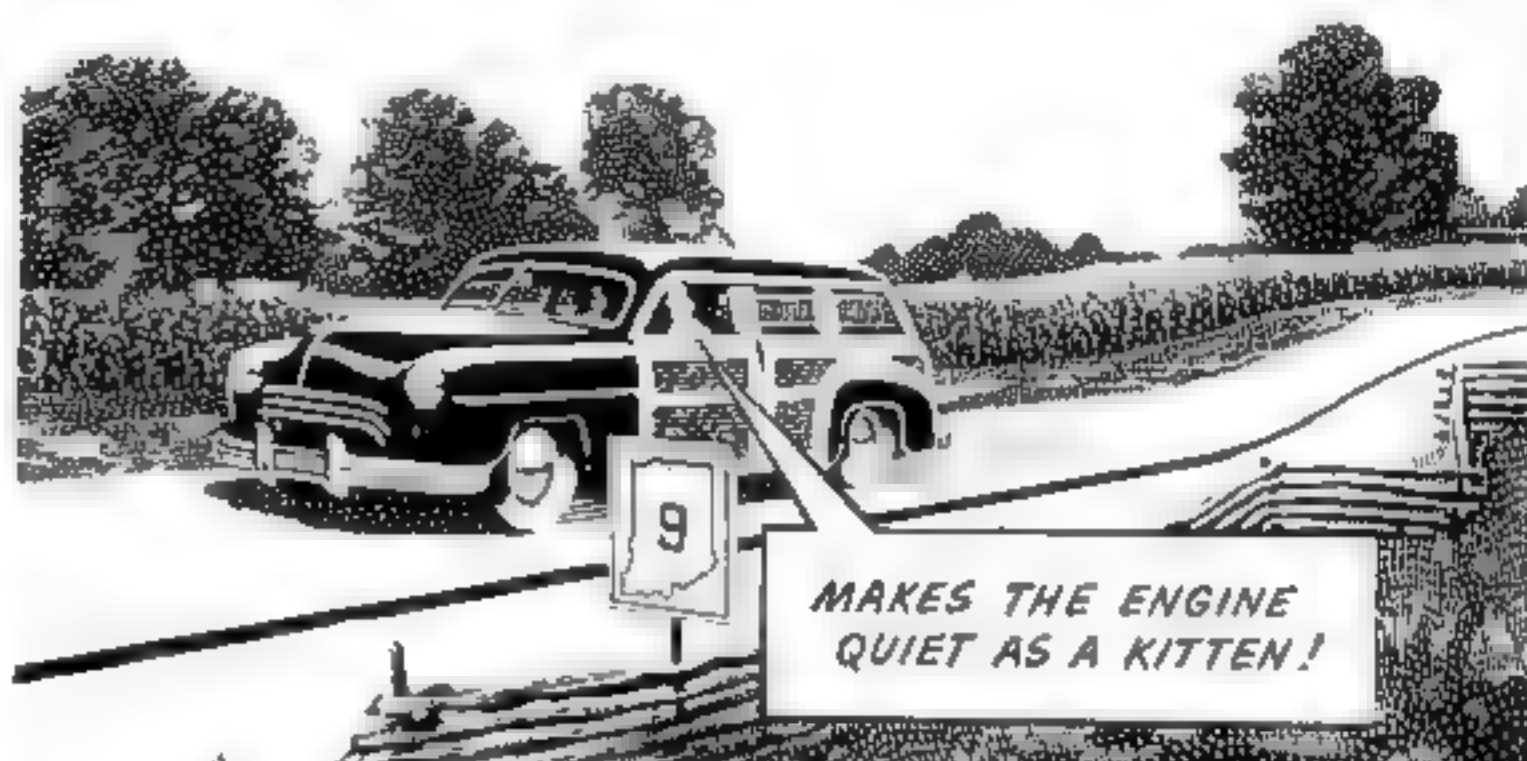
"MY WORK TRIPS TO THE OIL FIELDS

are so much easier with B-W Overdrive!"

says MRS. JAMES T. PHILLIPS of Evansville, Indiana

Geologist Mrs. Phillips, one of America's few women in this profession, examines well cuttings and does other microscopic analysis for the Sun Oil Company. Trips to oil fields, plus long week-end jaunts with her husband, pile 2500 miles a month on the family station wagon. "With Overdrive, every mile's a joy," she says.

An advance-type transmission, automatic overdrive provides extra gear ratios... gives desired speeds with less engine effort. Made by B-W's Warner Gear Division, it is offered on 10 leading makes of cars.



"There's a world of difference with Overdrive! I drive the usual way, but vibration and noise are gone. I just never get tired. And gas savings are amazing. On one trip we averaged 26 miles to the gallon. My husband says overdrive slows the engine. If I go 60 the engine really does only 42."



"Here in town, cars often crowd up. But I just let overdrive do the work. I don't touch the clutch, except at stops. As soon as I'm in second, there I stay. When I accelerate, a faster, overdrive second shifts in. Slowing down gives regular second again. It's so beautifully simple... so much easier."

Over 2 million owners prove
it pays to have B-W Overdrive

- Boosts gas mileage—up to 30%
- Cuts fatiguing engine vibrations in half
- Makes driving more fun—anywhere
- Delivers full emergency power instantly
- Saves engine wear and repair
- Keeps a car young longer
- Driver's choice "on" and "off" dash control

"Not a moment lost in tight spots. Overdrive cuts in direct-drive passing power the instant I push hard on the gas. Having overdrive, I feel, has given us more motoring pleasure than anything else we could have invested in. Besides, in less than a year, our overdrive has actually paid for itself in dollars-and-cents savings."



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EVERY DAY FROM THE 185 PRODUCTS MADE BY

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19 OF THE 20 MAKES OF CARS CONTAIN ONE OR MORE PARTS BY BORG-WARNER. These units form BORG-WARNER, Executive Offices, 310 South Michigan Ave., Chicago: BORG & BECK • BORG-WARNER INTERNATIONAL • BORG-WARNER SERVICE PARTS • CALUMET STEEL • DETROIT GEAR • DETROIT VAPOR STOVE • FRANKLIN STEEL • INGERSOLL STEEL • LONG MANUFACTURING • LONG MANUFACTURING CO., LTD. • MARBON • MARVEL-SCHERER CARBURETOR MECHANICS UNIVERSAL JOINT • MORSE CHAIN • MORSE CHAIN, LTD. • NORGE • NORGE-HEAT • NORGE MACHINE PRODUCTS • PESCO PRODUCTS • ROCKFORD CLUTCH SPRING DIVISION • WARNER AUTOMOTIVE PARTS • WARNER GEAR • WARNER GEAR CO., LTD.





TROPICAL FISH

OLD HOBBY HITS A NEW HIGH

The creature below with the Edie Cantor expression is a Celestial Telescope, an exceedingly rare Chinese goldfish so named because its big banjo eyes naturally turn heavenward. It is an exotic example of the small fish originally responsible for the richest boom yet in the U. S. tropical-fish industry.

Americans first took up household aquariums as a hobby in 1874, when the first goldfish was imported from Japan. In the early 1900s came the Guppy—once described as "a very small fish, only smaller." It was followed by other tropical fish which, because of their beautiful colors, their fascinating habits of courtship, their nestbuilding and fighting, pushed the stodgy goldfish out of favor. By the 1930s a Guppy could be bought for 10¢, and the boom was on. Today there are 10 million tropical-fish fanciers in the U. S. For a look at some of the fish responsible for the boom, turn the page.



THEY COME IN ALL COLORS AND SIZES

Thirty-one popular varieties of tropical fish were assembled for this photograph by the New York Aquarium. All of them could live in the same tank but could not survive long in the concentration shown here. Following is a key to the names of the fish, their countries of origin and the current price of a top quality breeding pair.

1-Giant Danio, from India and Ceylon—\$1.20. 2 Hatchet Fish, Brazil—\$3. 3 Red Platy, domestic variety—\$1.96. 4 Black-Wag Platy, domestic—\$1.96. 5 Swordtail, Mexico, Guatemala, British Honduras—\$1.96. 6 Betta, Siam—\$1. 7-Pearl Danio, Burma—78c. 8 Platy, Mexico, Guatemala, British Honduras—\$1.96.



Naturally, names used in this story are fictitious.

THE STORY OF AN *Old Student Lamp*

ALLAN WILEY sat alone in his small study. The shade of the old student lamp on the desk sent out a green light that touched up his graying hair and seemed to put an extra tint of age upon his face. He finished writing and then sat back, as if to contemplate the figures from a distance. "That looks about right," he said to himself.

Allan lit his pipe and looked thoughtfully at the old student lamp. He could almost hear young Tom Duncan making a bashful speech that night he had come to Allan's home to give him the lamp. "I want you to have it, Mr. Wiley," he had said. "Dad used this lamp when he was in college, you know. And I kept it all through college, too. Now that I'm finished, I want you to take it. Dad said so."

Allan knew that he must have looked dumbfounded. "Your Dad said so?"

"Yes, sir. He left a letter for me to open when I finished school. It was a swell letter. Then he put a P.S. on the letter and said—well, here, I'll read it."

The postscript said, "By the way, look up old Allan Wiley, the New York Life agent in town. He got me to take out the insurance that was to put you through college in case I died ahead of schedule. If that old student lamp of mine is still around, give him that (he always liked it!) and tell him that's to remind him to keep helping kids go to college."

Now Allan looked at the lamp fondly and then back at the paper on his desk. "Yes, that's about right. That's a good insurance program for Bill Brown. I hope he doesn't need it to see his boy through school. But we'll all feel better knowing he has it."

Allan put out the light and went out into the living-room. His wife glanced up. "It's about time you quit work for the day," she said. "But I've said that before, haven't I?"

NEW YORK LIFE INSURANCE COMPANY

51 Madison Avenue, New York 10, N. Y.

THE NEW YORK LIFE AGENT
IN YOUR COMMUNITY
IS A GOOD MAN TO KNOW

SEQUEL



IN THE MOVIE Maggiorani played worker who took his son (Enzo Staiola) on a vain search for his stolen bike.

FAME MOCKS A MOVIE STAR



FIRE FROM FACTORY AND DESERTED BY THE MOVIES, MAGGIORANI GETS TEMPORARY JOB LAYING BRICKS

HERO OF "BICYCLE THIEF" FINDS HIMSELF AS UNLUCKY IN LIFE AS IN FILM THAT MADE HIM FAMOUS

There was little acting in the movies last year to match the performance given by Lamberto Maggiorani, a Roman factory worker with no dramatic training who starred in the prize-winning Italian film *The Bicycle Thief* (LIFE, Jan. 9). Playing the part of a kindly, ineffectual man baffled by the complexities of modern life, Maggiorani was acclaimed by critics in Europe and the U.S. Last month in Rome, LIFE Correspondent Roy Rowan found him broke, jobless and worse off than he had ever been before the movies made him a star.

It all began in April of 1948 when Maggiorani's plump wife Giuseppina heard a radio announcement at the polls that the brilliant director, Vittorio de Sica, was looking for a 9-year-old boy for his new film. She hurried to De Sica's office with a snapshot of her son Enrico. De Sica turned him

down, but he liked the looks of the father, who was in the same photo. He told Giuseppina to send her husband around.

Lamberto was cautious about leaving the machinist's job he had had for 16 years at the Breda steel works, but Giuseppina made him go to the studio. There he was paraded—"like a racehorse around a paddock," he said—with 20 other competitors until he was chosen for the part. But he wouldn't sign up until he had assurance he would get his \$3-a-day job back at Breda. Then for three months he was a rich man: a uniformed chauffeur called for him every morning and brought him home every night. His proud fellow workers gave him a medal for bringing honor to the factory.

With his 600,000-lire (\$1,000) salary Giuseppina bought a new set of furniture, and the family

went for a holiday. Then, the money gone, he went back to work at Breda. But work slackened off and the manager called Lamberto in. "Your companions are grumbling," he said. "They say you made millions from the movie. It's not fair to fire them and keep you." So he fired Lamberto.

Since then Lamberto has had only a couple of part-time jobs, as a movie extra and a bricklayer. He is in terror of being evicted from his apartment and his eldest son is tubercular. He says he would rather have his old job back than be a movie star; but his moment of glory has filled his wife with a longing for an actor's fame. As an example before him there is 10-year-old Enzo Staiola who was also picked out of nowhere to play the bright, self-reliant son in *Bicycle Thief*. Little Enzo is now a prosperous luminary of the Italian screen (p. 60).

CONTINUED ON PAGE 59



"Even I look good
in an Arrow Shirt!"
(and Tie)

ARROW SHIRTS

Cluett, Peabody & Co., Inc.

\$3.65 • \$3.95 • \$4.50 • \$5.50 • \$7.50

There's nothing like it ... absolutely nothing

Even after your home is built, home planning goes on forever. You plan an evening of friendly entertainment... or an evening of complete rest. In either case, Budweiser is right at home... adding its golden brilliance and distinctive, delicious taste to hospitality and comfort. Have Budweiser always on hand and...

Live life, every golden minute of it.
Enjoy Budweiser, every golden drop of it.
ANHEUSER-BUSCH, INC. ... ST. LOUIS



Budweiser
LAGER BEER

Read the label. Do you know of
any other beer whose label tells
you exactly what you're getting?



NO REST FOR THE MAGGIORANIS



THE FAMILY WASH is a weekly burden for Lamberto and his wife (left). They have to heat water in their 3-room apartment in Roman suburb of Torregata, then carry it downstairs and down the street to a communal laundry.



EVICITION NOTICE lies on the living room table, a last remnant of former wealth, while Maggiorani tries to comfort his wife and 6-year-old daughter Paula. He managed to pay up rent (\$600, or \$1 a month) at the last minute.



CHRISTMAS DINNER for the Maggioranis is chased across the yard by Lamberto, Giuseppina, who tends to hold the *Bicycle Thief*'s director responsible for their troubles, named the turkey "De Sica," had a gay time eating it.

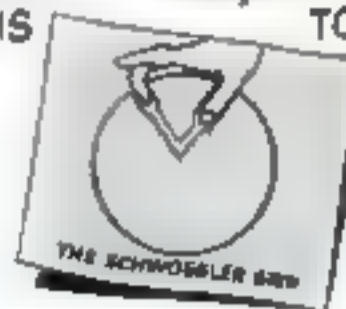
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CAVALCADE OF SPORTS

... Connie Schwoegler



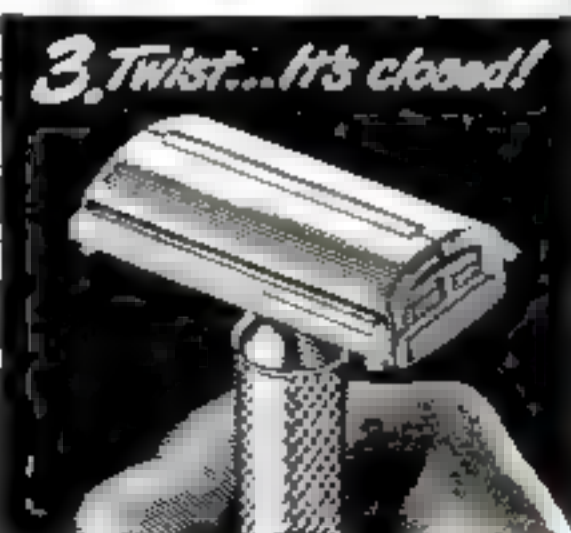
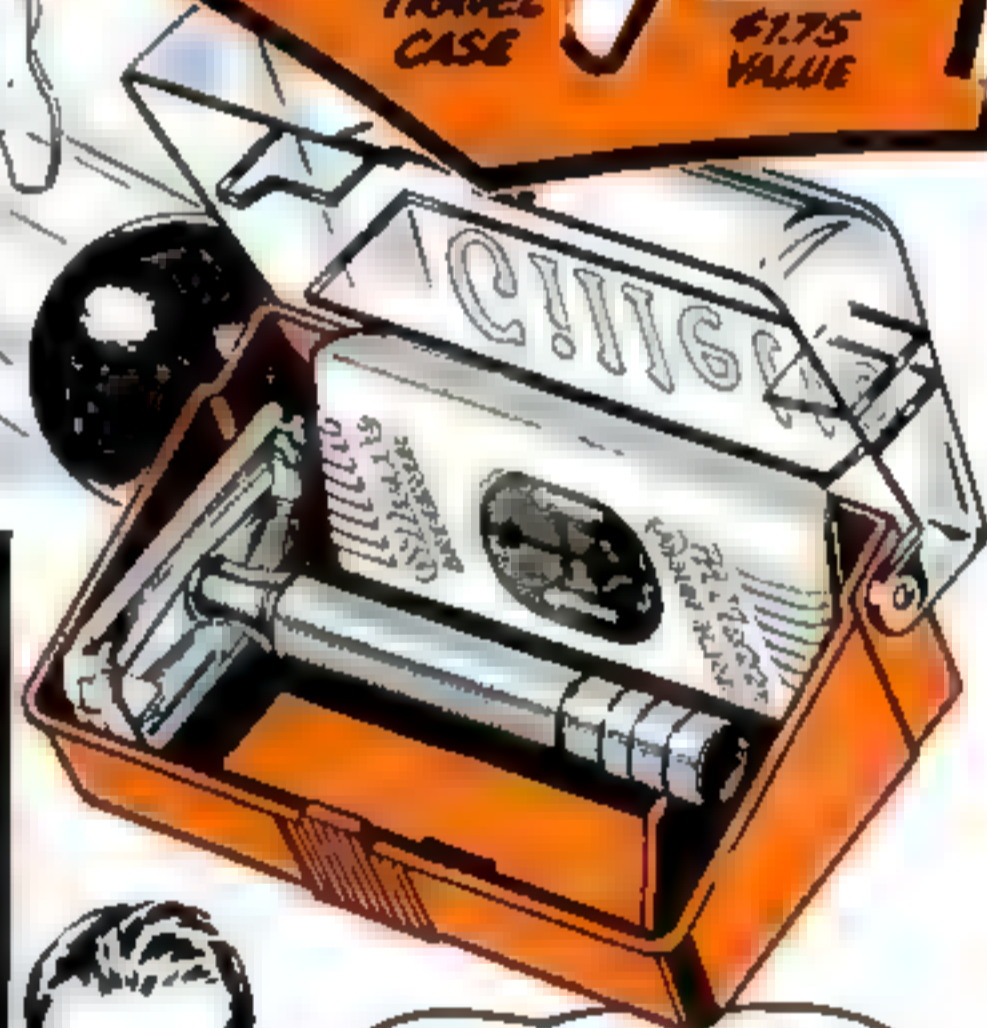
CONNIE SCHWOEGLER'S FATHER, AN ABC CHAMPION HIMSELF, STARTED HIS SON BOWLING AT THE AGE OF 11. (HE ROLLED 97 IN HIS FIRST GAME.)



A STRAINED HAND IN 1942 LED SCHWOEGLER TO DEVELOP HIS NOW FAMOUS "FINGER-TIP GRIP," WITH WHICH HE ROMPED TO VICTORY IN THE ALL-STAR TOURNAMENT SETTING AN ALL-TIME RECORD AVERAGE OF 217.18 FOR 72 GAMES!



WORLD MATCH CHAMPION TWICE IN SEVEN YEARS AND "BOWLER OF THE YEAR" FOR 1949, CONNIE RANKS WITH THE GREATEST KEGGLERS OF ALL TIME. HIS 856 SERIES (299-278-279) IS ONE OF THE HIGHEST IN ALL BOWLING HISTORY!



AS FAR AS I'M CONCERNED, THE NEW GILLETTE SUPER-SPEED RAZOR IS IN A CLASS BY ITSELF. I'VE NEVER OWNED A HANDIER RAZOR, NOR ONE THAT GIVES SUCH QUICK, EASY SHAVES EVERY TIME.

Connie Schwoegler

TRY THE SENSATIONAL NEW GILLETTE SUPER-SPEED RAZOR AND ENJOY THE SLICEST AND BEST-LOOKING SHAVES OF YOUR LIFE. WITH THIS ULTRAMODERN SHAVING INSTRUMENT YOU CHANGE BLADES INSTANTLY, ENJOY REAL SHAVING COMFORT AND DOUBLE-EDGE ECONOMY. ONLY GILLETTE OFFERS YOU THESE THREE BIG BENEFITS WHICH ADD UP TO MATCHLESS SHAVING SATISFACTION AND CONVENIENCE.



Gillette's Boxing Broadcasts Every Friday Night Over Your ABC Station

You
may be
certain
that only
the best
is labelled
BELLOWS

Established 1830



BELLOWS

PARTNERS CHOICE

The century-old Bellows name
on over 200 wine and spirit offerings,
is your assurance of fine quality at a fair price.

BELLOWS & COMPANY

New York • Colorado Springs • Chicago

Bellows Partners Choice, Whiskey—A Blend, 86.8 Proof • 60% Grain Neutral Spirits

Sequel CONTINUED

SWEETS OF SUCCESS FOR ENZO



ENZO STAIOLA'S FAMILY are enjoying the comfort brought them by Enzo, who has played in four films since *Bicycle Thief*. Here Enzo looks suitably bored in family living room posing with his mother, his sister and father.



ON VISIT TO MAGGIORANIS Enzo comes into kitchen to keep warm. He developed strong affection for Lamberto while making film. His own father, an ex-Breda worker himself, is now busy full-time managing his son's career.



ON THE CREST OF THE WAVE Enzo sits and dangles his legs outside his family's apartment while two youthful admirers giggle at the thought of being close to a movie star. Enzo enjoys his success and seems rather cocky about it.

ENTER THE "RAISIN-REASON" CONTEST



\$10,000

FIRST PRIZE IN CASH

286
OTHER BIG
PRIZES

plus other prizes for your storeman



SECOND PRIZE \$1,500 CASH
10 THIRD PRIZES each \$100 CASH
25 FOURTH PRIZES each ... \$50 CASH
250 FIFTH PRIZES each
A SUNBEAM TOASTER



Here's how easy it is

EAT more Raisin Bread—it's the tasty, tempting way to get that *o-way* nourishment and health-giving iron you need. And make your liking for Raisin Bread pay off—in a chance at the big prizes listed above.

You just get a loaf of your favorite raisin bread and a contest entry blank at your bakery shop or food store. Eat that Raisin Bread up, relishing

every bite. Then write, on the entry blank, your favorite reason for eating Raisin Bread.

Mail it in quick! Get some more Raisin Bread and think of more and more wonderful reasons for eating it. Send them all in—for every entry is a chance at one of the big prizes! California Raisin Advisory Board, 304 Anglo Bank Building, Fresno, California.

*Eat Raisin Bread
AND TELL US WHY YOU LIKE IT!*



THESE RULES ARE SIMPLE!

1. Check one of the listed Reasons for Raisin Bread that appear on entry blank (or indicate your own). Complete sentence "This is my favorite reason because..." in 25 additional words or less. (Example: "...because my family has a sweet-tooth and loves the moist, rich goodness of Raisin Bread at the table, in sandwiches or after school.")
2. With each entry enclose either (1) the word "raisin" from raisin bread wrapper, or (2) sales receipt from bakery (or facsimile of either).
3. Fill in your name and address, and name and address of store where you bought raisin bread. Each entry should be submitted under your own name. Only one prize to a contestant.
4. Entry blanks are available at bakeries and food stores or by writing California Raisin Advisory Board at address below. Mail in as many entries as you want. Write each on a separate entry blank or any plain paper.
5. Mail entries to California Raisin Advisory Board, 304 Anglo Bank Building, Fresno, California. Each entry must bear adequate postage, be postmarked before midnight, March 18, 1950, and received not later than April 1, 1950.
6. Entries will be judged by The Reuben H. Donnelley

- Corporation on basis of interest, originality and aptness of thought. Judges' decision will be final. Duplicate prizes in case of ties.
7. All entries become the property of California Raisin Advisory Board. No entries will be returned or acknowledged.
8. Winners will be notified by mail about one month after contest closes. List of winners will be sent upon receipt of self-addressed, stamped envelope.
9. Contest is open to any resident of the continental United States or of Canada, except members and employees of the California Raisin Advisory Board, its advertising agency, and members of their families.
10. This contest is subject to federal, state and Dominion regulations.
11. Your entry in this contest is an express acceptance of these rules.
12. Any dealer or store manager who has added contestants and whose name—or firm name—appears on any one of the 37 top-winning entries will be awarded a special prize. Only one prize to such dealer or store manager.

FREE ENTRY BLANKS AT YOUR BAKERY SHOP OR FOOD STORE



AN ORANGE JUICE MIRACLE!



Fresh-Frozen Concentrated Florida Orange Juice

You get the luscious juice of 8 to 12 wonderful Florida oranges in a little can only 2" wide. We remove the natural water... you put it back... a modern miracle! Get all the fresh flavor, all the vitamins and nourishing food values of oranges, fresh picked from the tree. So good to drink, so economical to use. Buy it at any frozen food counter today.

SO EASY TO PREPARE! Just add 3 cans of water and mix vigorously.

FLORIDA CITRUS COMMISSION • LAKELAND, FLORIDA



1 1/4 PINTS
of full-strength juice
prepared in a minute flat!

ORANGE JUICE
with
ALL THE DELICIOUSNESS
ALL THE NOURISHMENT
OF 8 TO 12
FRESHLY PICKED
FLORIDA ORANGES
IN THIS LITTLE CAN!

**FROM NATURE'S
TREASURE CHEST
OF HEALTH AND
SUNSHINE**

FLORIDA FRESH-FROZEN CONCENTRATED ORANGE JUICE



AT THE CELEBRATION AFTER THE OPENING JULIE (LEFT) DRINKS CHAMPAGNE WITH STAR, ETHEL WATERS, A TEETOTALER WHO TOASTED WITH JULIE ANYWAY

THE SUN SHINES FOR JULIE HARRIS

Playing a tomboy half her own age, a new actress triumphs in a new Broadway hit, "The Member of the Wedding"



SOBS shake Julie in a sudden release of emotional tension after she runs from the stage to her theater dressing room while the first-nighters continue to applaud her.

When young Julie Harris took her curtain calls two weeks ago after the Broadway opening of *The Member of the Wedding*, the applause rose to such a roar that Julie began to get teary-eyed on stage, then ran to her dressing room and bawled. Dozens of people rushed to congratulate her and toast her with champagne. But it was not until three hours later, when she read the papers, that Julie really believed she was a hit. Most critics enjoyed the play (*next pages*) and extolled the acting of Ethel Waters and a wonderful youngster named Brandon de Wille. But almost unanimously they singled out 24-year-old Julie Harris for her "extraordinary" performance as a 12-year-old tomboy.

For the role Julie had cut off her red hair to look like a scrubbing brush and wore almost no make-up on her pale, small features. On the stage she was alternately tough and tender, grotesque and poignant, speaking like a haunted ragamuffin in a curious flat voice. Now, after having acted five years in minor Broadway parts, Julie knew the sun was ready to shine on her as a new star in the theater.



LAUGHTER shakes Julie a few minutes later as she hugs her husband who awaited her backstage. He is a New York lawyer whom she married in summer of 1946.

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Picturesque are the native markets and country villages where often you capture your most delightful impressions. This is the Mexico for your memory-book; this is gentle Mexico of the great historic past and proud present.

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México, D. F.

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A land of contrasts, Mexico offers you sun-splashed beaches, yachting and casino dancing . . . or warm, dry highlands where hibiscus flames along the garden wall . . . sophisticated city life . . . or tranquil villages where life ambles . . . ancient pyramids, jungles, and smoking volcanoes . . . as well as modern skyscrapers, art galleries, and wonderful golfing.

There's music in Mexico, and bullfighting, and a way of life that combines the grace of the Old World with the comforts of the New. Fine modern hotels in many parts of the country make it possible to select just the kind of vacation you want, with complete safety and amazing economy. Prices are controlled. And Mexico welcomes you!

No passports are required—just see your nearest Mexican Consulate or Tourist Office. A Tourist Card costs just \$2.10.



"Member of the Wedding" CONTINUED



IN AN OUTLANDISH DRESS SHE BOUGHT FOR WEDDING, FRANKIE PREENS

PLAY TELLS HOW A LONELY GIRL



CARSON McCULLERS

Though *The Member of the Wedding* purports to be a play, in reality it is a kind of poetic vaudeville show about a lonely girl and her fierce desire to feel needed and loved. This story first appeared in 1946 as a novel by Carson McCullers (shown left at the opening-night party). Now, in Mrs. McCullers' own dramatization, it is too diffuse to make a conventionally perfect play, but it provides the Broadway season with its first dash of literary distinction and one of its most entertaining evenings.

The 12-year-old heroine is Frankie Adams, who wants so desperately to outgrow her tomboyhood and become a real lady that she calls herself F. Jasmine Addams. Frankie, whose mother is dead, lives in a



FRANKIE BEAMS at brother and fiancée, whom she later hopes to join.



FEELING UNLOVED, Frankie tries to forget sorrow by being tomboy.

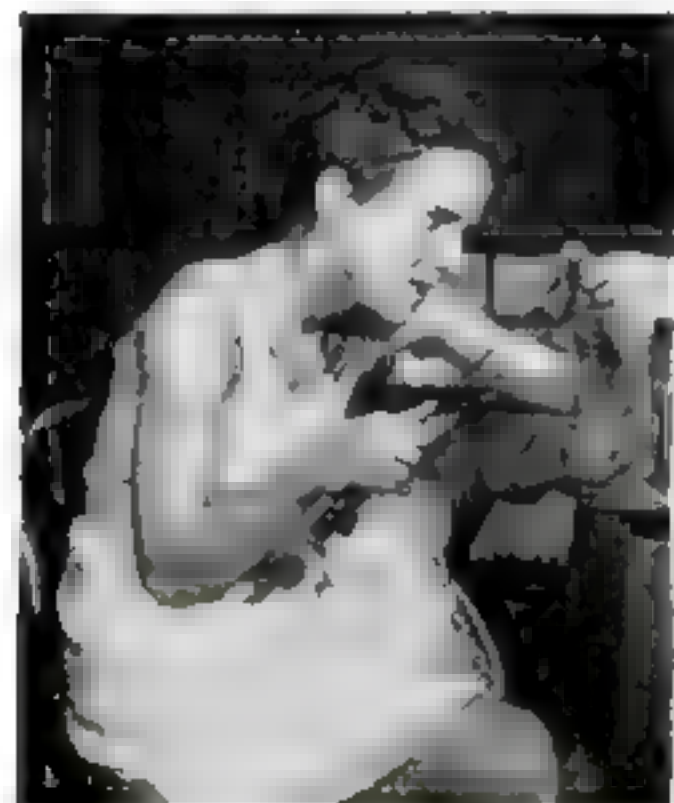


BEFORE BERENICE, FRIENDS, LITTLE JOHN HENRY (BRANDON DE WILDE)

YEARNS TO BELONG WITH PEOPLE

small Georgia town and finds human warmth only with a Negro cook, Berenice, and a little boy whom she alternately babies and bullies. The games, spats, schemes and daydreams of this oddly assorted threesome, who cling together for comfort, are the ephemeral substance of the play.

A thrilling event in Frankie's life is the wedding of her soldier brother. Frankie is childishly certain the wedding couple will invite her on their honeymoon and welcome her into their household. Never dreaming that she is doomed to disappointment, Frankie delivers her most touching speech. "The trouble with me is that for a long time I have been just an 'I' person. . . . When Berenice says 'we' she means her lodge and church and colored people. Soldiers can say 'we' and mean the Army. All people belong to a 'we' except me. . . . I know that the bride and my brother are the 'we' of me. So I am going with them . . . and joining with the wedding . . . and after that to whatever place they will ever go. . . . I love them so much because they are the 'we' of me."

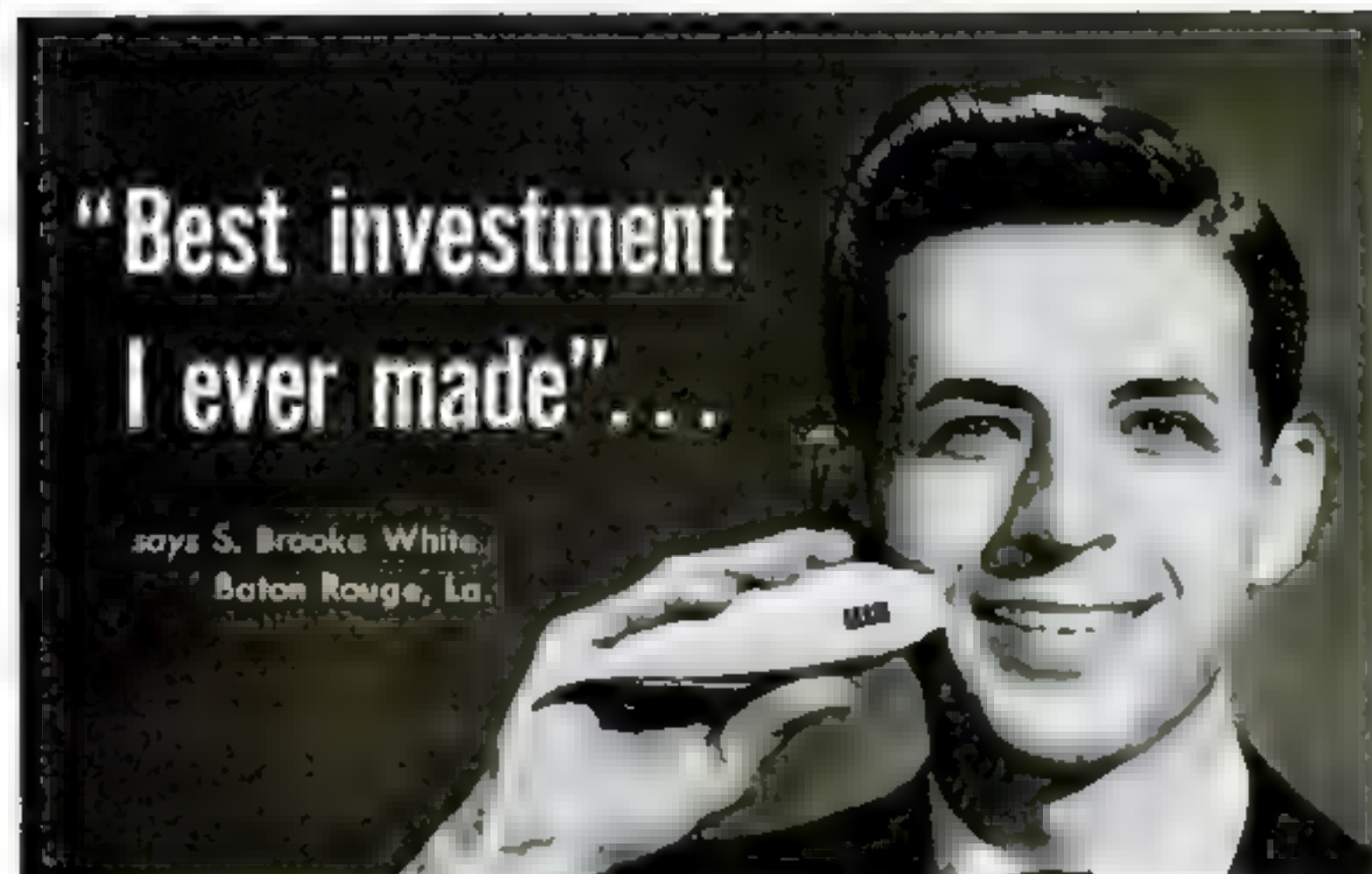


DIGGING A SPLINTER from her foot, Frankie uses a big carving knife.



READY FOR FIGHT, Frankie thinks she can conquer the world.

CONTINUED ON NEXT PAGE



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It's the waving lotion that
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springier and stronger
less apt to break... than most other home permanent waving
lotions. And what this means to you is a smoother, prettier,
longer-lasting wave with more natural looking curls that
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with the waving lotion that leaves your hair
springier and stronger...less apt to break

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Listen to Walter Winchell, ABC Network, Sunday Nights

"Member of the Wedding" CONTINUED



LITTLE JOHN HENRY, who is Frankie's neighbor and playmate, dresses up and sashays around in Berenice's hat and shoes. He is played by 7-year-old Brandon de Wilde, most skillful child actor seen on Broadway in many years.



BIG BERENICE, with her compassion and humble wisdom, is left alone at the play's end after John Henry has died and Frankie, having outgrown her adolescent torments, finds friends normally among boys and girls her own age.



Modess ... *because*

Elegant, it's true

GLORIOUS PEACH MERINGUE

Ann Pillsbury's QUICK-MIX PEACH MERINGUE CAKE

BAKE at 325° F. for 50 minutes.
MAKES 9x9x2-inch cake.

All ingredients must be at room temperature.

MERINGUE (Prepare before mixing cake.)

- Beat**..... 3 egg whites and
 1/4 teaspoon salt with rotary
 beater until foamy.*
- Add**..... 1/4 teaspoon cream of tartar and
 beat until stiff and dry.
- Beat in**..... 1/2 cup sugar, 2 tablespoons at a
 time, until mixture stands in
 very stiff peaks. Last half of
 sugar may be folded in.
- Add**..... 1 teaspoon vanilla.

CAKE (Measure ingredients before making meringue.)

- Sift together**... 1 cup sifted Pillsbury's Best En-
 riched Flour
 1 1/4 teaspoons double-acting bak-
 ing powder
 1/2 teaspoon salt
 1/2 cup sugar
- Add**..... 3 egg yolks, unbeaten
 1/2 cup top milk
 1/4 cup shortening
 1 teaspoon vanilla
- Beat**..... for 2 minutes, 300 strokes, un-
 til batter is well-blended
- Pour**..... into 9x9x2-inch pan, greased
 and lined with waxed paper
 that extends 1 inch beyond rim
 of pan.
- Spread**..... meringue over batter. With
 back of spoon shape "cups" in
 meringue to hold peach halves.
- Bake**..... in slow oven (325° F.) for 50
 minutes. Remove from pan
 and cool.
- Place**..... California Cling peach halves
 (No. 2 1/4 can size) in "cups."
 Top with whipped cream and
 serve.

*Meringue may be mixed with electric mixer. Use large mixer bowl; beat at high speed until mixture is very stiff. To mix cake, use small mixer bowl and beat at low to medium speed for 2 minutes.

Whenever we develop a new kind of baking for you, we always try to give you something really delicious. And we make sure that we're saving you all the time and effort we can.

That's why we developed our Quick-Mix method for making cakes with Pillsbury's Best.

You do make beautiful cake... like this delicate Peach Meringue Cake, for instance. And you do it so very easily. No creaming of shortening. No frosting needed! You simply spread meringue over cake batter, and bake them together. No egg yolks or whites left over! Three yolks go into the

cake and three whites go into meringue.

Of course, this is only one of the many, many ways you can use our Pillsbury's Best Flour. It has been famous for years for all kinds of bakings. This all-purpose flour is wonderful for pies, cookies, bread, rolls... everything you bake.

The first chance you get, we hope you'll try this recipe for Peach Meringue Cake. It's really easy!

Ann Pillsbury

Director, Pillsbury Home Service Center



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...but Simple, too!

CAKE MADE THE NEW PILLSBURY WAY

No creaming shortening...
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QUICK-MIX METHOD

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YOU BAKE YOUR BEST

WITH PILLSBURY'S BEST



BEST Flour



3 Original Rogers Silverplated Teaspoons.
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Minneapolis, Minn. Write for free premium
booklet on Pillsbury Premium Plan. Savings
up to 50% on complete silverware service and other valuable
articles. Extra-Value coupons with all Pillsbury packages.



Good company to SOUP

Today, you want *full value in flavor* out of every food you serve — and RITZ CRACKERS are one *delicious* way to get it! Because tempting, crisp RITZ CRACKERS bring out the brightest taste in *any* soup — *any* cheese, salad, fruit — *add* a tantalizing, appetizing tang never matched by any other cracker! Get RITZ CRACKERS. They're the very best "company" even your simplest dish can keep!

*"Nothing tastes as good
as Ritz—but Ritz!"*



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baked by Nabisco
NATIONAL
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COMPANY



A Sunday in Missouri



The people of an earnest town use the day to serve God

THIS is the corner of South Jefferson and Liberty in Mexico, Mo. on the afternoon of Sunday, Jan. 8. It is normally crowded with traffic. Mexico (pop. 11,000) is a bustling firebrick and agricultural center which claims to be the capital of "Little Dixie," a part of Missouri largely populated by descendants of the Kentuckians and Virginians who settled the section. But because it is Sunday, the town's only stop light blinks needlessly and an old dog dozes in a spot of winter sunshine outside Dean's Drug Store. Four doors down the street from Melson's Service Station, Assistant Fire Chief Bob Balzer is chewing his pipe and reading the funnies. A block in the other direction Railroad Telegrapher O. R. Romjue, 58, has just plumped his heavy coat in a depot chair and taken over the ticker from Prince Jewell Null, 67, now on his way home for Sunday dinner. Peaceful scenes like this are part of Sunday

in every Missouri town where people take their God seriously and devote at least part of this day to His worship. Fanned out in all directions from this street corner are Mexico's 19 churches—some of them rich and prosperous, some small and almost dingy—and Mexico's people—the farmers, factory workers and businessmen who make up their separate congregations. On this Sunday each congregation has plans of its own. Fifty church and Sunday school services are scheduled in turn, as well as 10 meetings of youth and study groups, 19 baptisms and two funerals. To each of the congregations its own part in this program is the most important religious event of the week. To bring together at one time the independent and often simultaneous happenings of a single Sunday, LIFE sent a team of 10 photographers and nine reporters to Mexico. On the following eight pages is their record of its songs, sermons, people and all of its churches.



A SUNDAY GOODBY is given to one of his young parishioners by the Rev. P. B. Carlisle after the morning service at the First Christian Church of Mexico.



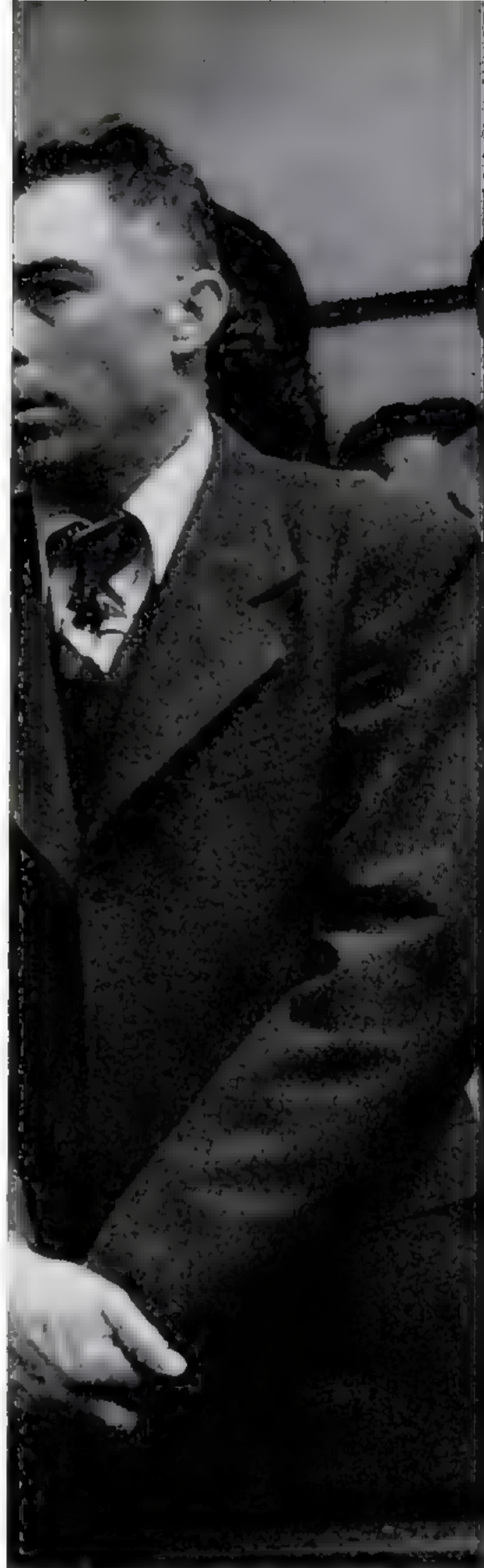
HAULING WATER, Mrs. Rosenthal brings bucket in from windmill behind house. The cistern which normally stores water is temporarily out of order.



START OF SUNDAY for George Rosenthal is at 6 a.m., hour later than on weekdays. His wife, who wakens him, has already been up an hour and a half.



DRESSING for church is delight each week for two daughters, Ruth Ann, 12 (left), and Nellie Mae, 10, who like to prolong process for almost a full hour.



WHILE PARENTS ARE BUSY SINGING,

A DEVOUT

This time of year George Rosenthal, who owns a 270-acre farm eight miles southwest of Mexico, can do his chores in 20 minutes if he hurries. So on this Sunday he lay in bed until 6. His wife Mary Elizabeth, who likes to get up early, was out of bed at 4:30 to start fixing Sunday dinner. For the Rosenthals it was the start of a very special, very pleasant and very busy day. Sunday was the time they and their four children reaffirmed their faith in their God and



OFF TO CHURCH go the Rosenthals at 9:20, led by Jimmy, 5, and Tommy, 7. Until 1948, when the Rosenthals built their present seven-room home,

they lived in a run-down, three-room house next door. The new house has electricity so Rosenthals bought themselves electric stove and refrigerator.



JIMMY AND TOMMY FORGET ABOUT BEING IN CHURCH, PLAYFULLY RUB NOSES

FARMER AND HIS FAMILY

their own sober family security, and also had a chance to see their friends. Promptly at 9:40 they piled out of their muddy '39 DeSoto outside Mexico's Centennial Baptist Church. "We like our church," says Mrs. Rosenthal, "because it's not so uppity as some of the others." At 9:45 there was Sunday school for all of them—Mrs. Rosenthal teaches a class. At 10:45 came the regular service conducted by the Rev. L. F. Admire ("The Lord must give him the words. I

couldn't talk that fast," says George), followed by a trustees' meeting—George is a trustee. By noon they were home for Sunday dinner and a quiet afternoon of Chinese checkers, chatting and just sitting around. At 6:30 p.m. they were back at church for Baptist Training Union and the evening service, which ended at 8:25. By this time the children could hardly keep awake through the last hymn. When the evening Bible reading was over, everyone was glad to go to bed.



PASSING THE PLATE is George's special duty in the morning service. Later he met with deacons and the other trustees to help plan new church facilities.



EATING SUNDAY DINNER engrosses Jimmy. "It isn't Sunday without ice cream," says Mrs. Rosenthal. Menu also included chicken, potato salad.



READING FROM BIBLE marks the end of the long day. After all the children are ready for bed, Mrs. Rosenthal goes through story of Noah's Ark.

SUNDAY IN MISSOURI CONTINUED



ASSEMBLY OF GOD (150 members) is strict and evangelical, started in the U.S. in 1914, in Mexico in 1934.



CENTENNIAL BAPTIST (270 members) occupies remodeled school. Rosenthals (pp. 72, 73) worship here



CHURCH OF CHRIST (40 members) bases its doctrine on New Testament, permits no instrumental music.



CHURCH OF GOD, Holiness (35 members) is one of town's newest, met in homes before the building was done.



TWO CHURCHES and part of a third are seen in this view of the corner of Coal and Promenade streets, on Sunday the town's busiest place when all three services let out around 11:45 a.m. At left is part of the First Presbyterian Church.

Across the street is the Mexico Methodist Church, founded in 1833, which is the town's oldest church and has 1,150 members. The First Baptist Church (right), dating from 1867, has 1,300 members and a flourishing Sunday school of 600.



JEHOVAH'S WITNESSES (20 members) meet in old store. Leader Millard Pemberton stands in front.



MORMONS (45 members) are building new church. Until it is completed, they hold meetings in a rented hall.



ST. BRENDAN'S Roman Catholic Church (850 members) has Masses at 6, 8, 10 a.m. Church is held in school.



ST. JOHN'S Lutheran (100 members) was founded in 1886. Pastor also conducts services in nearby Vandalia.



CHURCH OF GOD IN CHRIST (15 members) meets at night. Preacher has churches in Boonville and Sedalia.



CHURCH OF THE NAZARENE (39 members), one of town's strictest, has doctrine derived from Methodism.



FIRST CHRISTIAN CHURCH (917 members) was founded in 1842, is the third largest church in town.



FIRST PRESBYTERIAN (550 members) recently got a new organ, hopes to build minister a new house.

THE 19 CHURCHES LARGE AND SMALL



MAYOR AT COMMUNION

On these pages are all 19 of Mexico's churches. Most of them, like the converted school (top, opposite page) to which the Rosenthals go, are unpretentious structures, plain almost to the point of bareness. In front of them at church time on Sunday the streets suddenly fill with people, cars jam together as they load and unload passengers and the average Mexico citizen, who is annoyed if he has to park more than a block from his destination, is hard put to it to find a parking space at all. On the Sunday before last 3,428 people attended regular worship services in Mexico, and many of these, like the Rosenthals, also went to Sunday schools, evening services or study sessions.

As is true in most of the U.S., a small number of churches draw the most people. In Mexico this Sunday the First Presbyterian, First Christian, First Baptist, Mexico Methodist and Catholic drew 70%. Of these, the Methodist is oldest, the Baptist has the largest membership and the Presbyterian is perhaps wealthiest. The mayor of Mexico, George Sullivan, is a Catholic and he comes every Sunday to receive Communion (inset, above left) from Father Patrick Cavan. The town's ministers make sure the Word gets everywhere. They take turns on Sunday going to the King's Daughters Home for old ladies, and one always visits the jail. They also broadcast daily services over local station KXEO.

As in most towns, there are denominational casualties in Mexico. About 15 years ago the Episcopal church closed up and is now an American Legion post. But since then five new congregations have come in, one of which, the Mormon, is just finishing its new building (bottom, opposite page).



CHRISTIAN SCIENCE (about 10 members) is probably the smallest of the town's churches. Parading past its trim building are cadets from Missouri Military Academy who come to town on Sunday to attend the church of their choice.



ST. LUKE'S METHODIST (120 members) has high attendance. It is a Negro church, as are three at right.



ST. PAUL'S C.M.E. (150 members), founded 1896, has pastor who works hard for civic benefits for Negroes.



SECOND BAPTIST (250 members) is 80 years old. Its choir broadcasts an evangelical service once a month.



WARD'S African Methodist Episcopal Church (104 members) ends its service with handshakes all around.



BAPTIST Minister C. Spurgeon McClung delivers sermon on Christ the Preeminent. He said: "The world is His story, the Bible and test tubes and telescopes bespeak the fact that this 'Take Christ out of the art galleries, and you have bare walls'—and frames man's pictures of real worth. Christ is the diapason in music. The greatest spiritual food is the teaching, preaching and singing of the gospel of Christ."



FIRST CHRISTIAN CONGREGATION PREPARES TO SING HYMN BEFORE COMMUNION.

ASSEMBLY OF GOD MEMBERS SING, "ARE YOU WASHED IN THE BLOOD OF THE LAMB?"



SONGS AND

Mexico is not the place to go to hear topical sermons about Soviet Russia: its ministers all believe in preaching close personal relationship with God and in bringing His word to their congregations. Each uses a method of delivery which his people will appreciate and understand. On this Sunday the First Christian Church (*above*) heard the Rev. Mr. Carlsle explain how prayer is a real help. "But you have to keep at it. You don't get to know a man by tipping your hat once a month." The First Baptist congregation sat impressed as the Rev. Mr. McClung (*upper left*) explained to them the pre-eminence of Christ. The members of the Presbyterian church sat quietly as they listened to the moving sermon of their Rev. Mr. Brown (*upper right*). In some churches the congregation participated in the sermons themselves—



IN THE FRONT ROW SIT THE FOUR DEACONS WHO WILL SERVE THE SACRAMENT



PRESBYTERIAN Minister Walter Lee Brown III, whose father and grandfather were ministers, drew analogy between members of his congregation and the woman who pushed through the crowd, touched Jesus' hem and was made whole. He asked them to be like the woman, not like the crowd which held back. "Believe me, you are of priceless worth. Reach out and touch the hem of His garment and be made whole."

THE WORD

a Church of Christ member, D. C. Groce, gave a talk about "soul insurance," saying that we can get this only through the word of God and that it requires some outlay on our part to keep the premiums paid. Most urged immediate action on the part of the congregation to accept the faith. Said the Rev. Mr. Richards of the Second Baptist Church, "You're not here permanently, you know, and you're not going to stay. There are only two places to go. Now will you come?" Brother Wright of the Church of the Nazarene agreed. "There are people in this church who are buried above ground," he said. "God is calling us today! Tomorrow may never come!" In some evangelical churches the emotional appeal was so strong that members of the congregation cried, knelt or punctuated the minister's words with fervent "amens."

CHURCH OF GOD IN CHRIST SINGS, "MY SOUL JUST COULDN'T BE CONTENTED"





A BAPTISM at the Second Baptist Church begins as 6-year-old Kenneth Williams is brought forward (top). The Rev. C. E. Richards gets in tank, reassures him (second picture). He gets in, the Rev. Mr. Richards prays (third picture). As congregation shouts "Amen!" Kenneth jumps out soaking wet (bottom).

SUNDAY IN MISSOURI CONTINUED



"HANDS TO SERVE HIM All Our Days" is sung with appropriate gestures by children of St. John's Lutheran Church Sunday school which is held in the

basement of the church. The pupils meet to sing an opening hymn before they break up into their three separate classes. The adults have Bible class upstairs.

AND THE CHILDREN TOO

There were things to do in Mexico on that Sunday besides go to church. The town is a big saddle horse center, and people went out to the fairgrounds to watch the trainers drive their prize pairs hitched to show buggies (opposite page). In the morning some of them went rabbit hunting outside town; less active ones sat over cups of coffee at the Jefferson Cafe. The afternoon was a time for visiting. In the evening a few went bowling at Austin's alley and many more dropped in for the early show at the Liberty (Bagdad) or the Rex (The Bad Boy).

For the children there were the delightful

Sunday pleasures: no school, skating, or coasting on Woodlawn Hill. Many went to church with their parents, heard the same sermons and sang the same hymns. For those who did not, there were Sunday schools and youth groups, some almost as jammed as the First Baptist where the children overflowed into two stores and a bank basement. Mexico's churches feel strongly that much of their strength lies in their children. This Sunday the aged guest speaker at the Second Baptist Church told them so. "As you children grow and build your power from Christ, your power will help carry me."



PLAY at Church of the Nazarene, given before evening service, includes scene where two angels (above) welcome little children into the Kingdom of Heaven.



POPCORN PARTY is held by the Rev. P. B. Carlisle of First Christian Church in the parsonage basement. After eating, group usually goes to the movies.



On Sunday afternoon a proud team
trots through their paces

THE CONQUEROR FROM THE CAVES

China's new boss, Mao, holds his land in the tight vise of Communism

by ROBERT DOYLE

MAO TSE-TUNG *wan sui! Mao Tse-tung wan sui!*

"Long live Mao Tse-tung!"

The shrill and disciplined cries echoed back from an age-encrusted Chinese wall built to the glory of earlier rulers. In the great flagstone square outside Peking's ancient Imperial Palace, beside the Gate of Heavenly Peace, 200,000 people had gathered to celebrate the ascendancy of China's new ruler.

Precisely at 3 o'clock, while the respectful throng frantically waved red flags and yellow banners, a tall man with a peasant's round face appeared on a terrace before the huge red gate. He acknowledged the cries with a nod, stepped to a flagpole and pulled hand over hand on the rope. A flag, solid red with a cluster of five yellow stars, unfurled in the breeze. Cannon roared a salute, a military band blared a brassy new anthem. The crowd thundered the words:

"Arise, you who refuse to be slaves.

"Let us build up our new Great Wall with our blood and flesh. . . .

"Arise, arise, arise!"

Then the tall man read out his proclamation: "The Central People's Government Council of the People's Republic of China took over office today in this capital. . . ." From the ancient wall the cry resounded, "Long live Chairman Mao!" The rumble of parading Chinese Red army tank divisions filled the square. At dusk fireworks streaked the sky. The shout echoed late into the night, "Long live Chairman Mao!"

No man in modern history has clambered to great power with the speed of this man for whom Peking's masses shouted, 56-year-old Communist Mao Tse-tung. Only two years before that climactic day, last Oct. 1, when he stood among the palaces of Peking to celebrate his new republic's birth, the same Mao Tse-tung was living in a cave in the rugged hills of Shensi in northwest China. He was a fugitive outlaw, an aging revolutionist whose retreating army was outnumbered four to one. His remote and barren capital of 10 years' standing, the city of Yen-an, had fallen to the forces of China's Generalissimo Chiang Kai-shek, and that bitter foe had boasted, "This is the beginning of our large-scale sweeping campaign."

But now, as all the world knows, the sweeper is Mao and the swept is Chiang. While Chiang awaits the creeping, lonely doom of his cause on the island of Formosa, Mao receives the diplomatic recognition of powerful and proper nations and the noisy adulation of all the Communists of the world. Last month, when the highest of the world's Communists made their pilgrimage to Moscow to celebrate Josef Stalin's 70th birthday, Chi-

Last week TIME-LIFE Correspondent Robert Doyle returned to the U.S. after reporting the southward sweep of the Communists through China since June 1948. Recently he spent four months under Communist rule in that country. This is his story of the boss of Red China.

na's Mao held the chair of honor at Stalin's right. This was fitting for, of all the worshipful pilgrims, Mao came bearing to Stalin the greatest gift: the conscript loyalty of the 450 million people of China.

As the birthday party ended, Mao entered into talks that would bring the "strengthening of good neighborly relations between the two great states, China and the Soviet Union." Soon he would proceed homeward from Moscow, probably as he came, by Trans-Siberian Railroad. He would carry back treaties of trade and friendship. He would have given ample evidence that he was not, as wishful Westerners hoped, "Asia's Tito." He would roll down through Manchuria, where the Soviets now base a Pacific fleet in winter, through Mukden, where his Communist police had thrown the American consul general into jail (LIFE, Jan. 9). He would gaze from the train window and reflect: his control now extends 2,000 miles from the Russified trading town of Urumchi, in deep Central Asia, far down to the sleepy South China Sea. Perhaps Mao would smile: in all the dim, dynastic centuries of China's emperors, no man ever possessed such power as he. Perhaps suddenly he would reproach himself for the phrasing of his thoughts. He would rephrase them: my power is the People's, he would say.



MARCHING INTO MOSCOW to meet Stalin, China's Mao (in high fur hat) is escorted past honor guard by Molotov (center) and Marshal Bulganin.

China's new leader was born "of the people," a peasant's son, in the south central China province of Hunan. Before he was 7 he worked in his father's rice fields. He resented the need to work as much as the father directing it. His early revolt against the autocratic old man was regarded by Chinese neighbors as a shocking example of unfilial behavior, utterly contrary to the honored precepts Confucius had taught. At 10 Mao ran away from school to avoid a beating. After wandering for three days he was found and joyously welcomed home. The beating was never administered, and that pleasant fact taught Mao a lesson in the efficacy of revolt that he never forgot.

When Mao's father managed to acquire additional land he sent the boy to school, believing this would correct his recalcitrance. But in school Mao was the bane of his teachers. He refused to adapt himself to regulations and organized his own program—no mathematics, no Chinese classics. What interested him was history, and he pored over historical romances. Threatened with expulsion, Mao impertinently suggested to the school principal that he would obey the rules on one condition. "If I raise a question that a teacher can't answer," said young Mao, "you'll fire him—agreed?" The principal decided to drop the matter.

At 14 Mao was "deeply moved" (he related in later years) by stories of a peasant revolt in the city of Changsha, capital of his native province. Famine-crazed peasants had invaded the governor's yamen, but they were driven out and their leaders beheaded. Mao felt that "there, with the rebels, were ordinary people like my own family, and I deeply resented the injustice of the treatment given them." As he pondered, he made long tramps through the Hunanese countryside to talk with the peasants. One day in Changsha he suddenly grabbed the shafts of a ricksha and forced the bewildered ricksha coolie to ride while he pulled. Then he lectured a whole startled assembly of ricksha coolies on the equality of man.

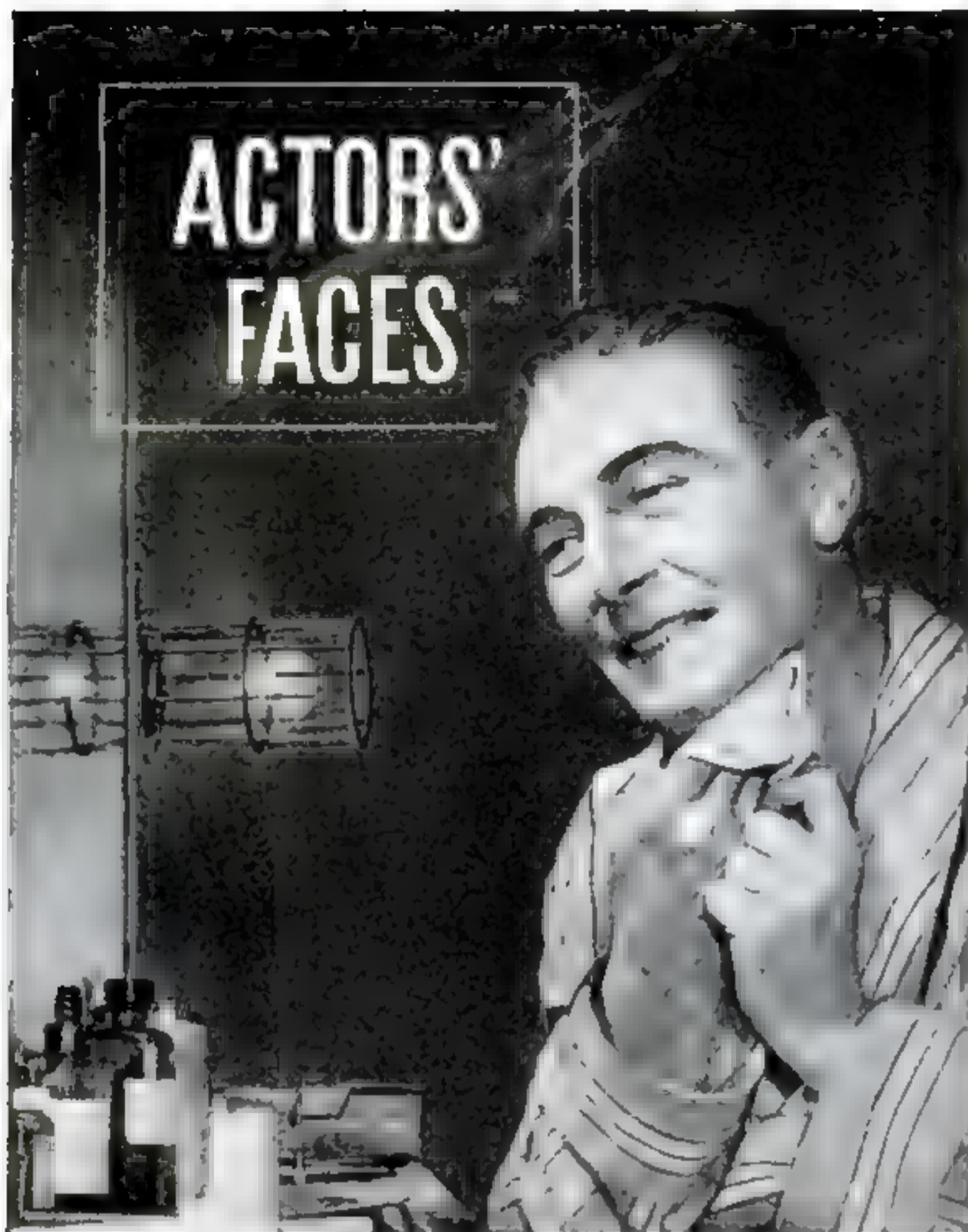
While Mao's own revolutionary spirit was striking these first sparks, the flames of revolt were blazing in other hearts and in other parts of China. After nearly 300 years on its dragon throne, the Manchu dynasty was fast losing the mandate of heaven. The age-old process by which China has overthrown its enfeebled rulers was already in motion. But the process had some 20th-Century twists, provided by a revolutionary little doctor named Sun Yat-sen. The first principle in Sun Yat-sen's creed, "nationalism," dramatized the plight of an impotent China hacked apart by "imperialist" powers. It took firm root in the impres-



CHINA'S MAO TSE-TUNG looks benign as a Buddhist monk in picture taken late in 1945 during "peace talks." He wears the high-collared Chinese suit

popularized by Sun Yat-sen, father of Nationalist China. Pith helmet also was bought especially for his trip to Chungking. Since 1945 Mao has avoided U.S. photographers.

ACTORS' FACES



PAUL LUKAS, shown here in his dressing room, demonstrates how removing stage make-up can make an actor's face tender, extra-sensitive. That's the reason so many Broadway and Hollywood stars rely on Williams for easy-on-the-face shaving.

Actors' faces are extra-sensitive

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PEKING'S POLITBURO



PREMIER CHOU EN-LAI RED ARMY CHIEF CHU TEH

The four men pictured above belong to the elite group of less than a dozen Communists who share Mao Tse-tung's power as members of the Peking Politburo, a supreme party council copied after Moscow's. The Politburo controls national policy and foreign relations, sets pace and pattern for communizing China. Order of individual influence beneath Mao is inexact known, but his top subordinates rank about as follows:

LIU SHAO-CH'I, 51, No. 2 to Mao in party influence, is Mao's heir apparent. Peasant-born, he studied in Moscow, returned as dialectician, trouble shooter, cincher of tie between Mao's Reds and Russia.

CHU TEH, 63, Red army commander, though No. 2 to Mao Tse-tung in prestige, is actually No. 3, behind Liu Shao-Ch'i, in real power. Born to wealth, dissolute in youth, he reformed in middle age, studied military science in Germany and there became a party member.

CHOU EN-LAI, 51, premier and foreign minister, is Mao's top political aide. Born of scholars, Paris-educated, he once ranked No. 2 to Mao but slid back to No. 4 because of his right-wing tinge. He has a big job: to gain the diplomatic recognition of other nations.

MAO TSE-TUNG CONTINUED

sionable mind of the country lad in the Hunanese middle (high) school, young Mao Tse-tung. He plunged eagerly into Dr. Sun's revolt. At 18 he joined the army that had overthrown the Manchus, quit six months later to return to his books, and immediately led an uprising against the headmaster of his school.

A few years later, while Mao was a normal school student in Changsha, he led his first armed revolt. The retreating soldiers of an unpopular governor had decided to make Mao's school a defense post. While the teachers and most of the students fled helplessly, Mao organized the school's athletes. Together they piled tables and chairs against the school entrances, waylaid a few straggling soldiers and captured their rifles, then met the main body of the enemy with shots from behind the barricades. The soldiers gave up the attack and walked away.

In the summer of 1917 every school in Changsha received in the mail a notice inviting response from students who were "ambitious and willing to serve the country and the people." With a conspiratorial flourish, the notice was signed by "the person with a twenty-eight-stroke name." The signer was Mao. Ultimately about a hundred students were organized into his New People's Study Society, which exhorted its members: "Improve your conduct. Study hard. Don't gamble, don't fool around with prostitutes, don't be lazy." Many of the members later joined the Communist movement.

Still a vagrant rebel, Mao was looking for a firm cause. On a trip to Peking, the nation's intellectual and political capital, he was plunged into the ferment of a Chinese cultural renaissance. Still a country bumpkin, speaking a soft, slurred dialect of the south, Mao was ignored by the bigwigs of the new movement but he absorbed their ideas. Then, in his second year in Peking, he discovered the three books that canalized the rest of his life. In Chinese translation—for he knew no foreign language and still doesn't—Mao read *The Communist Manifesto*, *Class Struggle* by Kautsky and *History of Socialism* by Kirkup. In 1921 the new convert to Marxism joined 11 others to found the Chinese Communist party in a secret meeting at Shanghai. On his return to his native Hunan province, a few of his friends gathered one night in a public cemetery near the Changsha city wall to lay plans for a local branch.

WORKS LIKE MOSCOW'S



THINKER LIU SHAO-CH'I BUREAUCRAT TUNG PI-WU

TUNG PI-WU, 64, runs north China for Mao. A product of Moscow's Lenin Academy, he was a delegate to the 1945 San Francisco U.N. Conference, thus the only Politburo man ever to visit America. Later he was the active liaison man between Reds and UNRRA.

CH'EN YUN, 48, is the party's "young steerer"—able organizer, expert in labor economics, a trouble shooter in Shanghai, where he started as a printer's devil. Like the premier, he is a "moderate."

LI WEI-HAN, about 55, Paris-trained "moderate," keeps the non-Communists in a "United Front," applies Red patterns to education.

JEN PI-SHIH, about 50, studied at Moscow immediately after the Bolshevik revolution, now serves as the Chinese party's disciplinarian and a writer of doctrine. He also has top responsibility for party organization. He went to Moscow again in 1939 to cure tuberculosis.

KAO KANG, 46, a Communist since he was 20, is Mao's expert on land reform. He organized the old Yen-an base, entered Manchuria soon after V-J Day to meet the Soviets and prepare for revolution.

When the Changsha branch headquarters was formally announced on Oct. 10, 1921, 10th anniversary of the beginning of Sun Yat-sen's revolution, Mao was its secretary.

Mao worked tirelessly to propagate his faith. He founded a "self-taught university," a youth library, a middle school. He carried petitions around the streets of Changsha advocating the independence of Hunan. He fathered a "Research Association of Marxism" and a local "Socialism Youth Corps."

These, however, were days of greatness for other Chinese revolutionaries—the rising forces of the Kuomintang of Sun Yat-sen. Mao was still a smalltime Marxist, dabbling at the shallow edge of the mainstream of a revolution which was surging through China's life with the deep and flooding power of the Yangtze. The Kuomintang armies under Chiang Kai-shek pushed aside the war lords, took over the broad and bountiful land. And, with the fervor of fellow revolutionists, the Kuomintang's leaders courted the aid of Russia's Bolsheviks. Soviet advisers came, and China's own Communists grabbed a seat on the Kuomintang's boat—happy to ride it, ready to rock it when the time came. Mao was growing in his party, but a Moscow-trained rival named Li Li-san was the man who thundered the standard Marxist line of revolt by the workers and therefore was blessed above all other Communists in China.

Mao was thinking along different lines. The peasant masses, he reasoned, were the deep source of political strength. He began to organize them. By 1927 the Kuomintang's Chiang Kai-shek was thoroughly awake to the growing Red threat. The Kuomintang threw out its Communist collaborators, and in Shanghai and other cities liquidated thousands of them with guns and executioners' knives. Mao organized an "autumn crop uprising"—a peasant's strike—and was repudiated by his own party, which the Marxist traditionalist Li Li-san still controlled. Thus besieged by both Communist and anti-Communist enemies, Mao went into the hilly backwoods of Kiangsi province in southeast China and set up a Chinese Soviet government. In 1928 a general named Chu Teh, a sometime opium addict, joined Mao and brought a thousand soldiers. In 1931 Li Li-san lost power and fled to Moscow. And for three years after that Mao and his military partner, Chu Teh, held their hilly fortress against Chiang's forces, who battered them with foot soldiers and planes in a series of "extermination" campaigns.

CONTINUED ON NEXT PAGE

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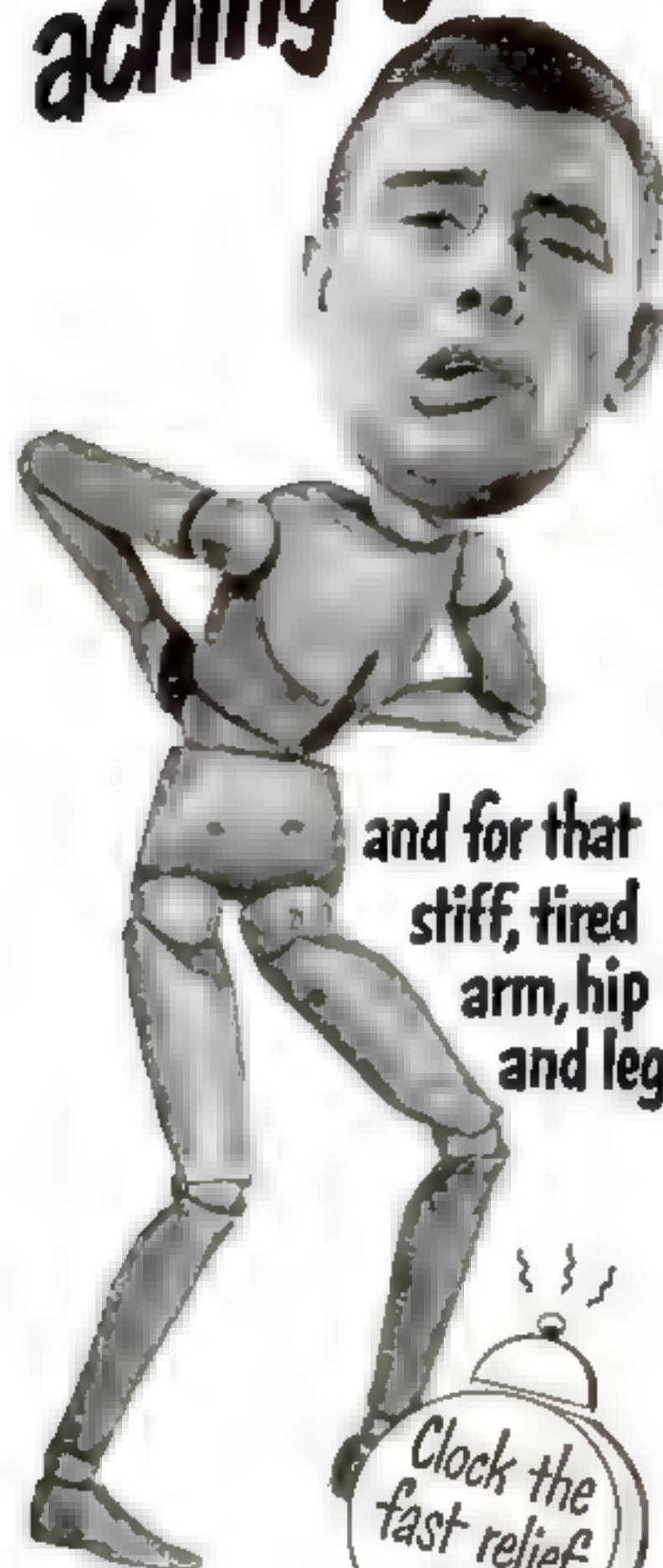
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Ah, my Absorbine Jr.



MAO TSE-TUNG CONTINUED

Finally, in 1934, Mao and Chu moved their people westward out of Kiangsi on a monumental trek which ultimately carried them 6,000 miles to Yenan and became known as the Long March. There was never again a question, after the Long March, about the real leader of Chinese Communism. It was Mao.

The type of army Mao developed exemplified his shrewdness in applying revolutionary doctrine to the Chinese scene. The soldier in China had always been at the bottom of the social ladder, traditionally a predatory mercenary feared and hated by the peasantry. Even in Chiang Kai-shek's more modern armies, although the soldier gained a new status, he remained divorced from the people. But Mao's army was rigidly indoctrinated in the precepts of "service to the people." Mao created eight rules of discipline, which are set to music and still sung by soldiers of the Communist army every day, 1) speak cordially; 2) buy fairly; 3) return what you borrow; 4) reimburse what you break or destroy; 5) never beat or curse; 6) never harm the crop; 7) never accost women; 8) never treat brutally prisoners of war. In Mao's new army "the soldiers were fish and the people the water through which they moved."

Mao was also learning to practice a patience to match his shrewdness. Contentedly he waited and watched the poisons of political bankruptcy and spiritual decay eating away at Chiang's regime. Their deadly work, after 1937, was disastrously compounded by the Japanese war. The Japanese armies drove some of Chiang's followers from the north China countryside; others turned puppet. All the while Mao's guerrilla fighters and indoctrinated cadres ranged the back country, organizing the peasants as they never had been able to organize in time of peace. Mao and the Communists found that the fight against the Japanese could be cunningly exploited in their fight against Chiang. Popular hatred of Japan proved a far more attractive rallying point for the conservative peasantry than had red Communist banners. By war's end the Chinese were a weary people, wanting nothing so much as peace and reconstruction. But many of Chiang's officials seemed more interested in personal gain than in rebuilding a broken nation. Chiang's powerful armies failed to bring peace. Mao's long wait had borne fruit. The time was now ripe for his revolution.

He woos the Hunan peasants

MAO still shrewdly surveyed the ground for revolutionary warfare. He developed a military theorem to explain his strategy: "The Nationalists hold the points and we hold the lines and the surface." Mao's guerrilla fighters cut the lines of communication and starved Chiang's big armies in the cities. As Mao's armies fattened on captured equipment, Chiang's armies, plagued with mismanagement and corruption, drained the treasury dry and abetted wild financial disorders. In the cities and the areas of China which they held, Chiang's forces became identified with defeat, despair and disorder. The will to resist waned and, by this curious conspiracy of circumstances, revolutionary Communism came to be associated with—of all things—order and the promise of peace.

This was the process, sped by the age-old agonies of Asia's crowded, impoverished lands, that brought a determined, rebellious Hunanese peasant and an alien ideology of the West to the overlordship of China's millions.

In Communist China, just as in Soviet Russia, the place to look for the source of real power is not in the government but in the party. No one would deny that Mao's word in the party is final. That is what "democratic centralism" means. But that twisted doctrine does not mean that the basic decisions that control China's millions will be arrived at by Mao alone. Like his fellow Communist boss, Generalissimo Stalin, Chairman Mao is assisted by a small, powerful oligarchy called, as it is in Russia, the Political Bureau—or, the Politburo (chart, pp. 82, 83).

The Communist party of China, by its own definition, is a "fighting organization." It "demands that each of its members push the work of the party with constancy and self-sacrificing spirit. . . ." The party that began in 1921 with a dozen founding fathers now numbers more than three million. Today this organization challenges China with a cruel test of the people's ancient and well-publicized ability to assimilate her conquerors—to dull the edge of their power lust, to break the spear of their will.

Now that Mao has come out of the hills, Chinese are getting a closer look at their new leader. Walking with a few bodyguards, he was seen with fair frequency on the streets of Peking during the late autumn months before he departed for Moscow. A chain-smoker, he walks with an air of thoughtful preoccupation. At 56 he is in excellent health. He is tall for a Chinese—about 5 feet 10 inches—and he is slightly stooped. His face, like Harry S. Truman's,



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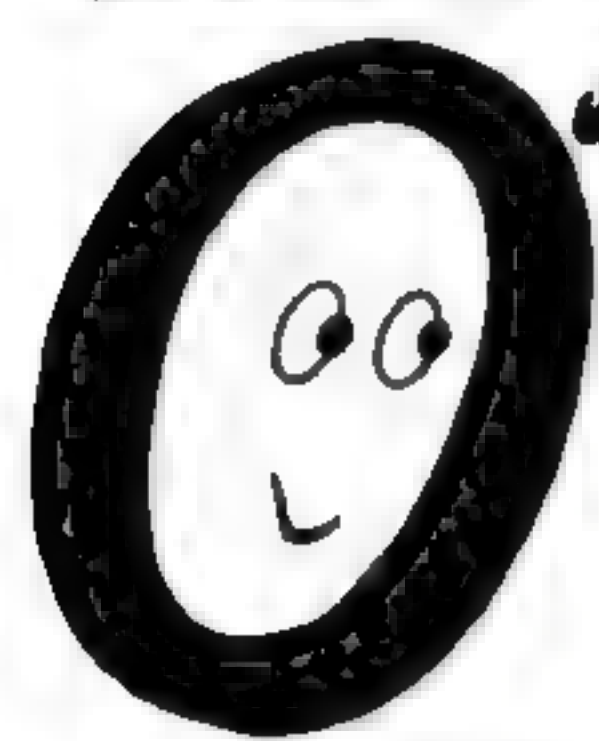
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FACTS ABOUT TOOTH DECAY

There are many possible causes of tooth decay — and just as many theories about preventing it. Almost all dental authorities agree that there is no such thing as a single preventive.

Most of the present theories about causes of tooth decay can be grouped generally as follows:

- (1) Bacterial theory.
- (2) Nutritional theory.
- (3) Functional theory.

Obviously no dentifrice can overcome possible nutritional and functional causes which may be the most important and which have to do with such factors as improper diet, especially in the early years of life, and with improper functioning of the bodily organs.

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Squibb uses a magnesium hydrate base in dentifrices to help neutralize mouth acids in which harmful bacteria thrive. Some use ammoniated substances to combat these bacteria. *There is no conclusive proof that one method is more effective than the other.*

Almost without exception, however, dentists recommend brushing teeth regularly with some form of dentifrice after every meal. For even though all do not feel that a dentifrice can help prevent decay, they know that dentifrices have other important functions . . . to improve the appearance of your teeth . . . to clean away food particles . . . to freshen your taste and breath. Squibb, for example, contains real mint as a refresher. It also contains the finest, safest polishing ingredient known. Purity and safety, of course, are of utmost importance. If swallowed, Squibb Dental Cream has a gentle antacid effect.

Remember . . . a good, reliable dentifrice may combat only one of the several possible causes of tooth decay. Seeing your dentist regularly for a complete check-up is still the best way to save yourself needless trouble, pain and expense.

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MAO TSE-TUNG CONTINUED

seems the face of the average man of his country. He nearly always dresses carelessly. Meeting people for the first time, he appears shy and diffident. When Mao's voice was carried by radio to most of the nation last fall for the first time, his listeners were surprised. They heard a heavy Hunanese accent and a halting delivery strangely alien to the classic concept of "Communist dictator" or "No. 1 boss."

Already the Chinese propaganda machine has moved into high-geared frenzy to popularize ecstatic images of their leader. One recent press account reported in the fullest detail how Mao, in posing for pictures at a conference, carefully snuffed out his cigaret, posed, then thriftily picked up the cigaret and relit it. Another Communist writer eloquently described his first meeting with Mao: "He is a mixture of wisdom, kindness and strength. Those who meet him will feel blessed upon seeing him, having the feeling that part of his strength is given to them."

But though Mao is now all too visible and audible, almost all details of his private life outside the party are suppressed. It is known that he has married four times. The first wife was selected by his father, in accordance with Chinese marriage custom; this intensified young Mao's revolt against his parent—he flatly refused to live with his bride, and she has disappeared into total obscurity. His second wife was Yang K'ai-hui, the Communist daughter of a Peking professor; of all his wives, she seems to have been most completely Mao's partner. She was beheaded in 1930 by the anti-Communist governor of Hunan because she was Mao's wife.

He marries a young actress

BEFORE the Long March began, Mao married again, a woman named Ho Tze-nien. She bore him several children, about whom nothing at all is known. He separated from her in the late '30s and soon took his fourth wife, Lan Ping, a former actress now about 35. They live in an apartment in the rear of Thinking of Kindness Hall, an old pavilion near the Winter Palace in the heart of Peking. Mao is reputed to be very fond of their 8-year-old daughter.

Other than his daughter, Mao is known to have only one child still alive—his son An-ying, now about 30, child of the beheaded wife. As a boy, An-ying was packed off to Moscow to study and did not return to China until 1943. His father had him assigned to work in the fields. "Don't spoil him," Mao cautioned subordinates. "He must learn to make his own way." Mao An-ying is believed still to be somewhere around Yenan, making his own way.

Mao assiduously reads the Communist newspapers, a habit he developed in school days in Changsha where he regularly read aloud to his fellow students. He likes to write both poetry and Marxist platitudes, and enjoys such books as his favorite light novel, *Shui Hu (All Men Are Brothers)*, the story of peasant revolt in ancient China. His greatest vice is reading and working late into the night. These habits have influenced a whole generation of Communists. In deference to Mao most of the Communists' important meetings are now held at night.

A sober man, Mao yet possesses a certain gruff humor. Once, in expounding his views on art and literature, he advised members of his intellectual young audience to "move their backsides" from the ways of the *bourgeoisie* to the side of the peasants and workers. At a high-level staff conference in a Yenan cave one hot day, Mao calmly removed his pants and went on with the meeting. When a newspaperman recently told him he was looking healthier than he did during a wartime visit to Chungking, Mao snapped back, "I was thin at that time because of the reactionaries. Now we've chased away the reactionaries, so I've become fat."

CONTINUED ON PAGE 11



THREE OF MAO'S WIVES have shared his revolutionary career. Yang K'ai-hui (left), whom he wed after rejecting a child-wife chosen by his parents, is shown with their son; his enemies beheaded her. The next wife, Ho Tze-nien (center), was abandoned. The present wife, Lan Ping (right), was an actress.

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MAO TSE-TUNG CONTINUED

But, for all his earthy qualities, Mao has an exalted sense of personal destiny (a characteristic he shares with Chiang Kai-shek). Once when Mao was still in his teens he borrowed a book entitled *Great Heroes of the World*. He returned it with a note of apology for the heavy underlining and notes in the margin on the biographies of Washington, Napoleon, Peter the Great, Empress Catherine, Wellington, Gladstone, Rousseau, Montesquieu and Lincoln. "China also needs such persons," Mao told the friend from whom he'd borrowed the book, "and we should study the methods of making China strong and rich in order not to follow the steps of Annam, Korea and India. You know, there's an old saying in China, 'the overturning of the vehicle ahead is a lesson for the vehicle that follows it.'" Mao pointed to a page in the book. "China is weak, and it will take a long time to make her strong, rich and independent; but it does not matter, you see. After six years of difficult war Washington won the victory and built up America."

For an indefinite time to come the Kremlin of China will be located in the palace area where Mao has his living quarters. A rambling structure out of China's imperial past, the golden-roofed halls sit on the shores of one of Peking's three artificial lakes, the Chung Nan Hai (Mid South Sea). Behind its huge red-lacquered portal pillars is a massive meeting hall where all important conclaves have been held since the capture of Peking. Here the Political Consultative Conference with its 635 delegates convened to set up the new government. In its gloomy interior will meet the Central People's Government Council, top legislative body in the new government, and the Administrative Council, the government's cabinet. Far to the rear, in a room big enough to hold only a dozen people, Mao already is at work with his Politburo.

A world of splendid tension

WHILE the Communists have grandiose plans for their new capital (a new road system, new government buildings and two immense public squares, one to be greater than Moscow's Red Square), Peking already is changed. The conquerors' mark was plain even before its name changed from Peiping back to the older Peking. The fine craftsmen of Jade Street, Flower Street and Brass Street have turned to making soap. This, they have been told, is a more "proper" business. The streets are filled with uniforms—Yenan green, gray, dark blue and black. The Communist press applauds the "tense atmosphere" in a city once noted as one of the most relaxed in the world.

Everywhere in Peking—on the walls of her palaces, her famous temples—is displayed the picture of the new leader, the practical man to whom soap is more important, for the moment, than a hundred tael of exquisitely carved ivories. The capital's second-graders puzzle over texts that tell them, "It is red in the East. The sun is rising. Mao Tse-tung was born in China. He leads us to fight the enemy. We can be masters when the enemy is beaten." Her college students sing the popular song that goes, "Mao Tse-tung, Mao Tse-tung! He is more brilliant than the sun, he is more kind than our parents. Follow Mao Tse-tung! Follow Mao Tse-tung!"

So it is everywhere in Communist China: the people must read, write and talk Mao Tse-tung. For Mao, with his sense of destiny, is arming for the ideological battle to win not just territory but the allegiance of restless millions, to rout not just enemy armies but the doubts and distrust of many of these millions. Mao believes he is up to the task. He put his feeling into one of his latest classical style poems:

Pitiful are the great Emperor of Chin and Emperor of Wu Ti
of Han
Who lacked sufficient wisdom,
And so with Emperor Tai Tsung of Tang and Emperor Tao Tsu
of Sung;
Even Genghis Khan knew only to shoot vultures with his arrows
and bow;
These men are gone;
To choose the truly brilliant heroes,
We must wait and see the present.

A great deal of "the present" can already be seen clearly enough. In the past seven months Mao has moved with vigor to tie China plainly into the Soviet orbit. His pronouncements in victory have come as a shock to the "liberal" Americans who dreamed of Mao, in his days of struggle, as a goodhearted, high-minded type of "agrarian reformer" who would plant his own rice without Moscow's help. Mao answered the dreamers last July: "Neutrality is a camouflage and a third road does not exist." Last month in Moscow he said plainly, "For many years the Soviet people and the Soviet govern-

CONTINUED ON NEXT PAGE

FLEISCHMANN'S makes America's most delicious Gin Drinks



BECAUSE...It's the Gin

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"America's First Gin"

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Sold Nationally!
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"A Changed Woman, by Gravy"



Cheer up Men. No need to be discouraged about the wife's gravy. There is a product that will make you marvel at the change that has come over her cooking. Full directions. Tip her off to ask the grocer today for a bottle of Gravy Master. Just be sure it's Gravy Master.

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is the word for
PEANUTS



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Try the extra menthol in LUDEN'S Cough Drops. See how quickly you get relief. Buy a pack today.

5¢



If you are traveling this winter, make 'Chap Stick' your pocket companion.

A real pal when change of altitude or climate cause lip discomfort—when hot sun causes lip parch—when wintry blasts cause chapped lips.

'Chap Stick' is the nation's favorite because it is specially medicated, specially soothing—because its work is swift, sure and lasting—because it's the one and only antiseptic lip balm. Be wise—buy a personal 'Chap Stick' for every member of the family.



Only men's hands are like this

It's only natural that a man's hands are more rugged than a woman's. It's only natural that men need a special hand cream when their hands get chapped by wind, cold, wet or dirt. That's why 'Chap-ans' was invented—a specially medicated hand cream for sportsmen, motorists, mechanics and all men who toil outdoors.

'Chap-ans' brings swift, soothing relief to rough fingertips, cracked knuckles, chapped, calloused hands. 'Chap-ans' is quickly absorbed, wonderfully effective, antiseptic. Buy it in the handy, man-sized tube. Easy to apply, no waste, no bother.



ment have repeatedly given aid to the cause of the liberation of the Chinese people. These acts of friendship... will never be forgotten."

Already Soviet missions are pouring into north China to help Mao reorganize his country. His Communists, their battle won, are facing up to all the social and economic ills of China which Mao exploited so effectively in his 28-year climb to power. The headache of all Asia—heavy overpopulation of a predominantly agrarian land—will be his. A peasantry stubbornly bound to tradition will soberly scan—perhaps will sullenly scorn—his attempt to introduce alien ideas. Economically drained cities, smashed communications, a totally inadequate industrial plant starved for raw materials will add to his woes. Having shunned the West, Mao will have to exact the toll for his ambitious industrialization plans from a peasantry already chafing under a staggering burden of taxes.

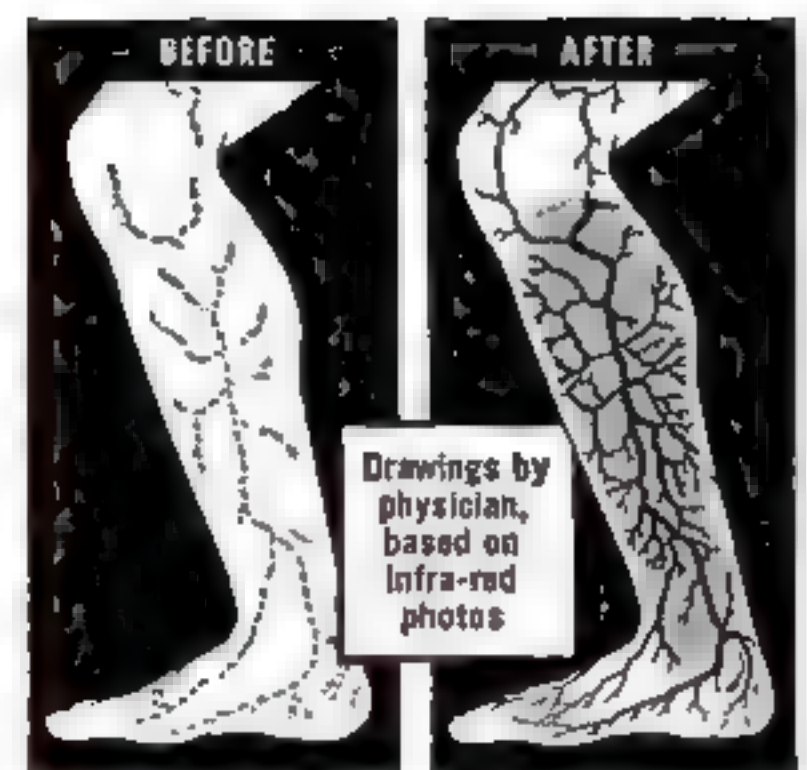
To these awesome problems, Mao's untested answer will be the "New Democracy." This is his peculiar contribution to Communist doctrine. In its simplest terms, "New Democracy" means conversion of Marxist doctrine (designed for an industrial society) into a program for a backward society, nearly 85% made up of peasants still tilling tiny plots of land with near-primitive farming tools. The period of the "New Democracy" (the doctrine goes) must create for China's agrarian society an industrial base and an industrial proletariat, eager and able to create the "true" Communist state. It is a transitional period which, as Mao sees it, could last 10, 25 or even 50 years.

The "New Democracy" might suggest to the gullible a soft sort of Communism, since its first concern is the extermination of Chinese "feudalism" rather than the bourgeoisie. Although Peking's propaganda now tells the Chinese people that workers will succeed to the top of the political structure, it also enjoins patience: for a time they must submit to necessary "exploitation" by national capitalists whose mission is to build up China's new industrial plant. The owners of small and middle-sized factories—the men who fit the description of "national capitalist"—are wooed by the promise that for a long time to come they will be able to operate as free-enterprise capitalists. Mao's program of land reform calls for a careful policy of expropriation and redistribution which gives land to the poor peasant, leaves the middle peasant's status virtually unchanged and takes land only from the rich peasant and the absentee landlord. By this maneuver Mao himself reckons that probably less than 10% of the landholders of China are affected to the point that would arouse opposition to his program—in this stage of its development.

Only to the incorrigibly ingenuous, or the tenaciously ignorant, does Mao's carefully paced program suggest the allure of "moderation." Among non-Communist Chinese the stages of Mao's revolution are curtly described as follows: 1) "nod head," a time of official politeness; 2) "shake head," a time of official toughening; 3) "chop head," a time of confident Communist rule. Mao himself has summed up the prospect dryly: "A revolution is no invitation to a banquet."



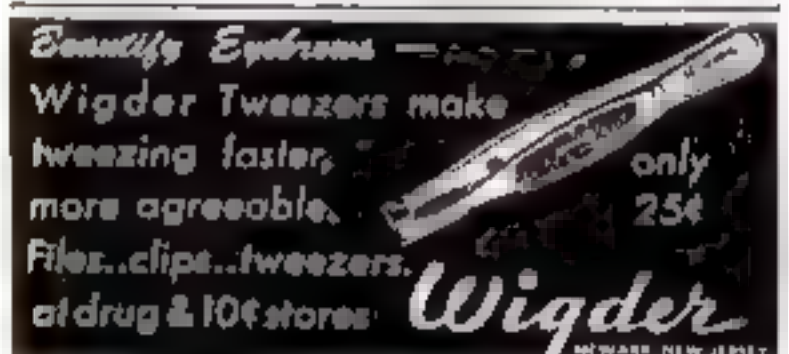
MAO LIFTS HIS EYES to the Soviet hammer and sickle in this Peking wall poster. The Chinese words below say, "China marches on under Mao's banner."



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Amazed at the relief you get from aches and pains by using Sloan's Liniment, you may have asked "Why?" Now scientists, working with infra-red rays, have photographed blood vessels below the skin surface. These photos strikingly show the expanded veins after use of Sloan's, as illustrated above, evidence that the treated area has received extra blood—supplies which revitalize painful tissues and wash away waste matter and poisons.

When you use Sloan's Liniment, you know that it is increasing the all-important flow of blood to the treated area, and that this effect extends below the skin-surface. No wonder Sloan's helps to bring blessed relief from rheumatic aches, arthritis pains, lumbago and sore muscles. No wonder Sloan's has been called "the greatest name in pain relieving liniments." Get a bottle today.



PAIN

of headache, neuritis and neuralgia

RELIEVED

incredibly fast the way thousands of physicians and dentists recommend—

ANACIN

Here's why

Anacin is like a doctor's prescription. That is, it contains not one but a combination of medically proved ingredients. Get Anacin Tablets today.



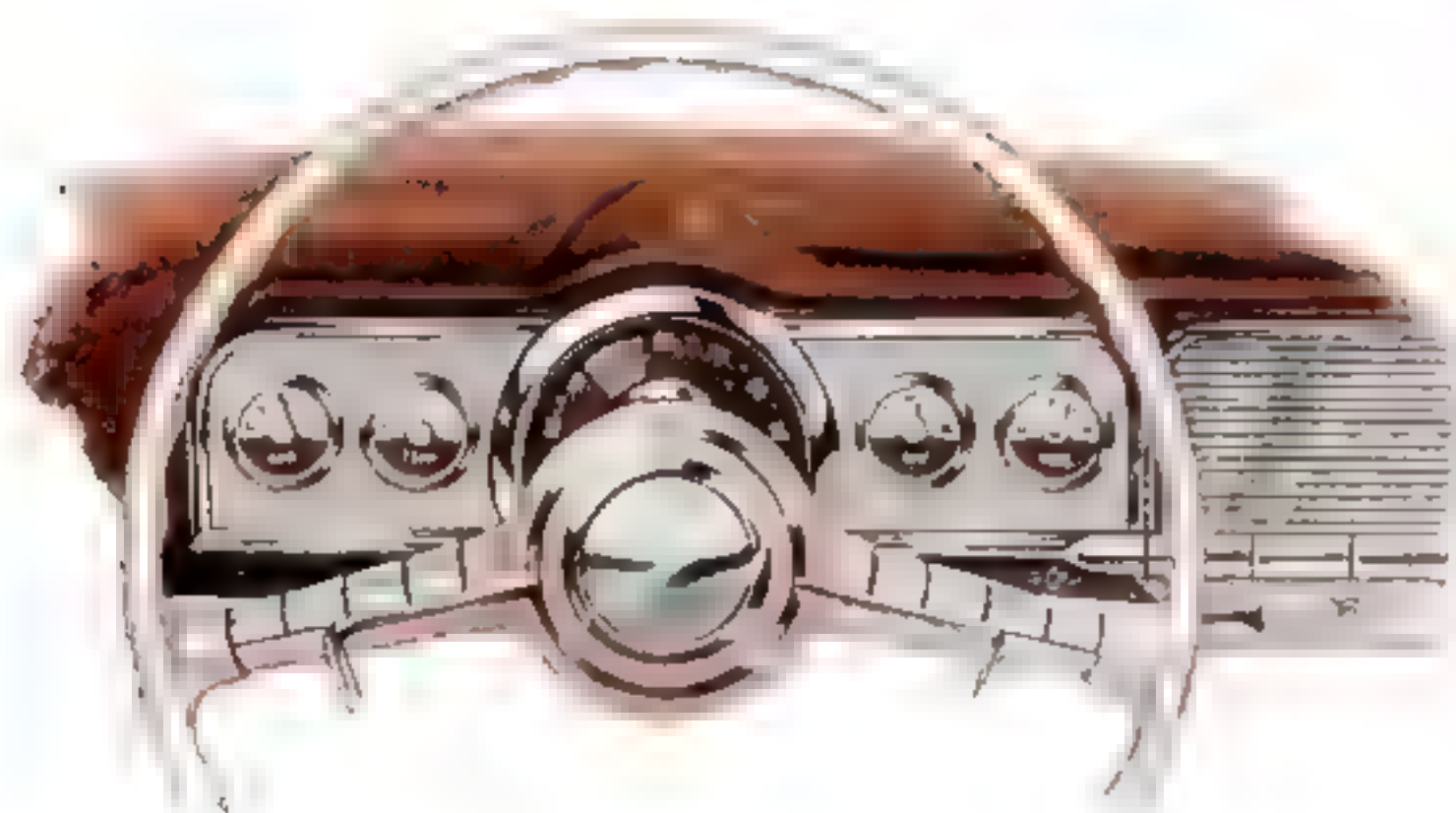


*"I have
three good reasons
for going Pullman"*

COMFORTABLE, DEPENDABLE, AND—ABOVE ALL—SAFE!

BE A CHAMPION DRIVER

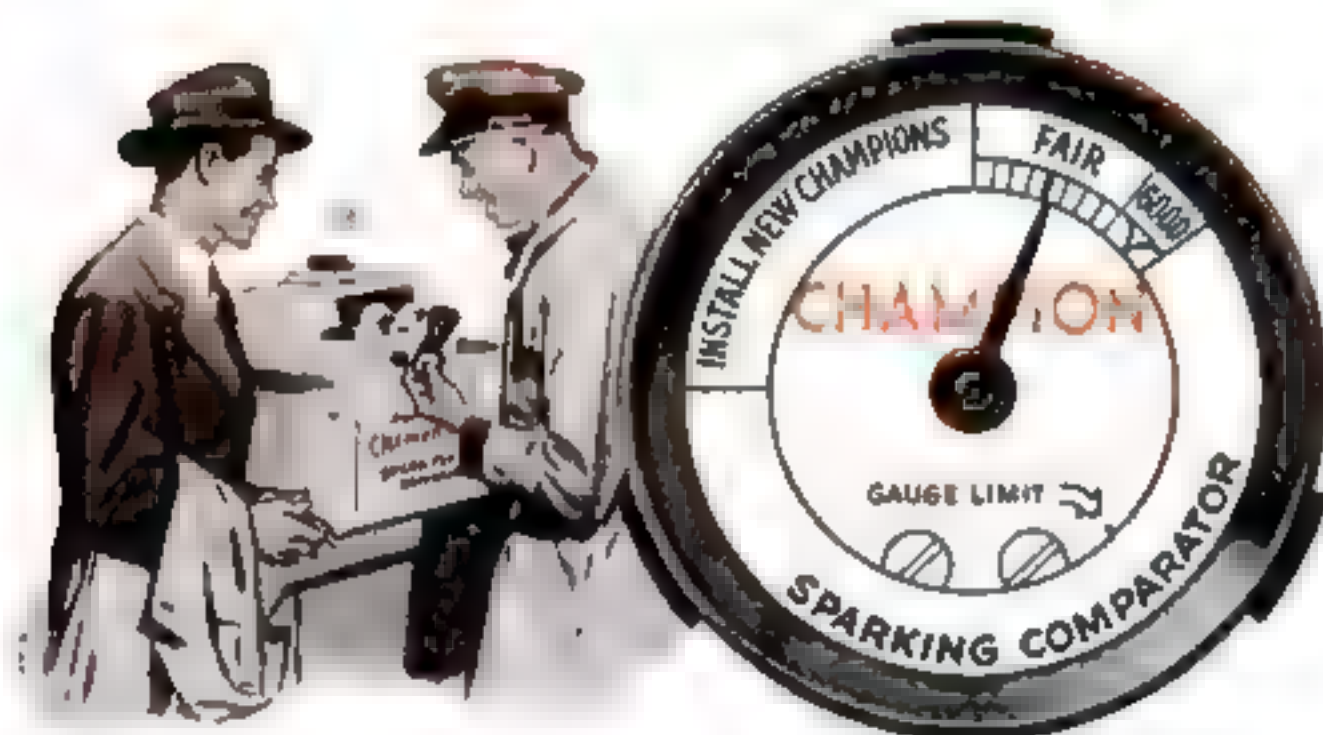
LET YOUR INSTRUMENTS MAKE YOU A BETTER DRIVER



Your instrument panel is a thing of beauty, but primarily it is a practical aid to better driving. Your instruments tell you all you need to know about the operating efficiency of your engine. Cultivate the habit of **checking them frequently.**



Oil pressure is vital, it registers the "blood pressure" of your engine. If too low, it indicates low oil level, oil too thin or oil pump inoperative. If pressure is too high, oil is stiff from cold or too heavy. In either case **it's a danger signal—heed it.**



There is no instrument in your car to check your spark plugs—but most Champion dealers have a Spark Plug Service Unit with *Sparking Comparator. Have yours tested and cleaned at regular intervals—it improves engine performance **and saves money.**

A champion driver observes simple fundamentals, and maintains the life, pleasure, economy and performance of his car. Real experts like racing champions use dependable Champion Spark Plugs . . .

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Johnny Parsons, 1949 AAA racing champion, says:
"I used Champions exclusively to win my championship."



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SEVEN YEARS AGO DONNA GEBHARDT WAS A CRIPPLE

STAPLES IN BONE STRAIGHTEN LEGS

New surgical technique corrects
deformities of crippled children

When Donna Gebhardt was 2 years old she was stricken with osteomyelitis—a disease of the bone. Her illness left her with a crooked and lengthened leg which buckled with every step she took (above). Doctors said she would be crippled for life, but her parents refused to give up. For two years they took her from hospital to hospital.

Then, in 1946, they brought Donna to the Milwaukee Children's Hospital, where the surgeons decided to attempt a new and still experimental operation: they pounded steel staples into the bone just below the knee of the longer leg (in this case the diseased one). Placed in the area where bone growth occurs (p. 96), the staples both straightened the diseased leg and checked its growth. As the child continued to grow, her normal leg caught up with its mate. Today Donna's legs are matched in length and have become strong and straight. She can skip rope (right) just as well as her playmates and is the fastest roller skater on her block.

DONNA, NOW 11, IS A STRONG AND ACTIVE CHILD—▶





A FRESH BLADE : A CLEAN SHAVE IN A **FLASH!** : IN A **FLASH!**

NEW GEM PUSH-PAK ends unwrapping! No jamming! No dulling contacts! Exclusive window-end shows number of unused blades left! With 10 of those keener, heavier Gem Blades that outlast all others...49¢

NEWLY ADJUSTED GEM RAZOR gets whiskers at the base! Once over and you're clean! Twist! Gem opens! Twist! Gem closes! Simple to load and rinse! Complete with Push-Pak of 10 Blades...98¢

GEM GUARANTEES: Once over and you're clean...or your money back

Switch to **GEM** avoid '5 o'clock Shadow'

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stuffed nose feel
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For greater breath-
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New Zip for your lighter



BY THE MAKERS OF

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THE ONE-ZIP WINDPROOF LIGHTER

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Bone Staples CONTINUED



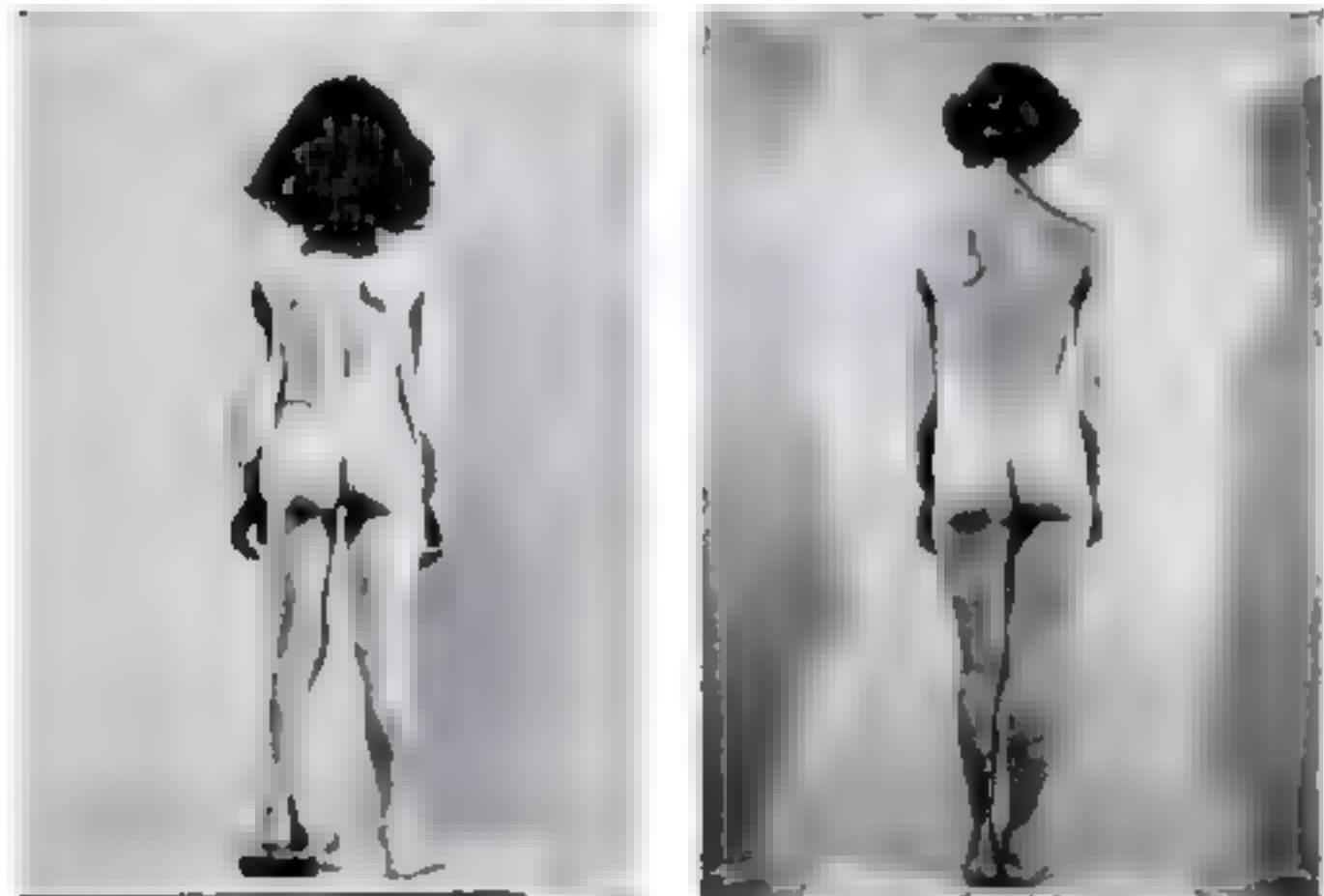
YOUNG POLIO VICTIM, A CANDIDATE FOR STAPLING, IS EXAMINED BY

METHOD HELPS VICTIMS OF POLIO

The new stapling operation may correct the bone abnormalities of thousands of crippled children in the U.S. It can help those who suffer from extreme cases of knock knee (*p. 97*), bow leg and the less common deformities like back knee (in which knee bends backward) and flexed knee (in which leg cannot be straightened). But most of those who can be helped are polio victims, like the two children shown above. Polio often attacks one leg, partially paralyzing it and permanently slowing its growth. In such cases the staples are driven into the bone of the healthy leg to slow its rate of growth to that of the paralyzed one. The staples act as a clamp on the epiphyseal plate (the layer of growing cells near the end of the bone) and thus retard growth. Although the stunted leg may never be as muscular as its mate, the two remain of equal length and the patient can walk normally. The stapling process can correct many types of bone deformity, but it has one limitation: it can be applied only in the case of children, whose bones will continue to grow.



DOCTOR AS GIRL PATIENT, ALREADY HELPED BY METHOD, WAITS TURN



EFFECT OF STAPLING is shown in these photographs taken in 1946 and in 1949 of girl in picture at top. Girl can now walk normally, dance and skate.

CONTINUED ON NEXT PAGE

SEE THE **NEW LOOK** IN THE

"Thrift Home"

National

The Largest-Selling, Lowest-Cost
QUALITY Home on the Market!

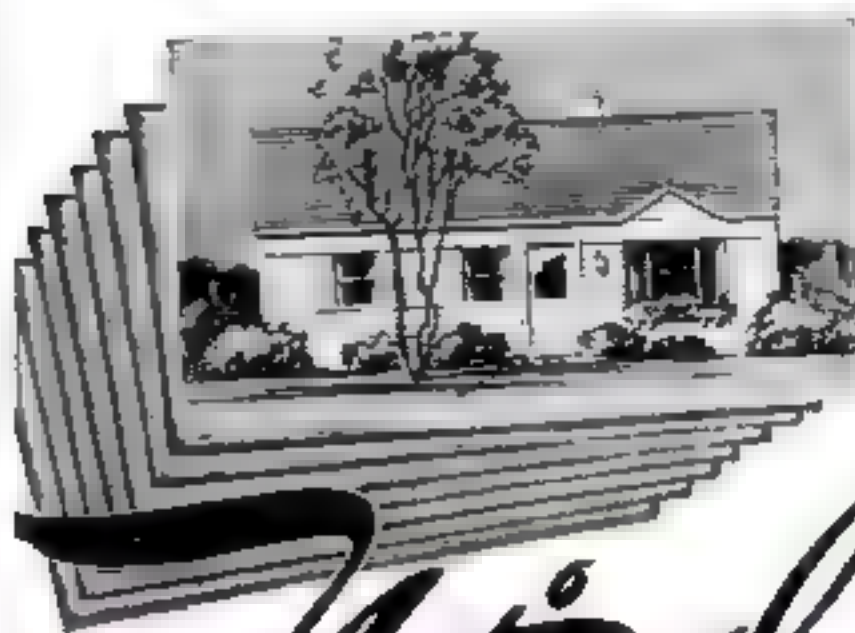
★ **The NEW LOOK** in the National "Thrift Home" is a beautiful eggshell ivory satin finish on all interior walls, wood trim and doors. Have your National Homes dealer show you the new "Thrift Home" with the NEW LOOK. Now on the market — never before shown!

50% MORE Production in 1950
to Meet Demand for this Amazing New Home!

● If you want a beautiful, comfortable home of your own, and you make \$45 to \$50 a week or more, the "Thrift Home" solves your problem. Only a few hundred dollars down. Monthly payments around \$40. The largest-selling, lowest-cost quality home on the market.

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New "Thrift Homes" come in 2-bedroom and 3-bedroom sizes, with eight smart designs in each size. Many fine-home features such as Youngstown kitchen, modern bathroom, automatic heat. Acceptable for F.H.A. financing. See phone book for name of your National Homes dealer; if none is listed, write us.

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Increased production permits us to expand into new territories, some still open for dealerships. Write for details, or visit Space 95, National Home Builders Exposition, Feb. 19-23, Stevens Hotel, Chicago.

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PRODUCERS OF PREFABRICATED HOMES

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Yes, relief is quick, sure, safe, when Pine Bros. cover your cough-torn throat with moist, soothing glycerine. Use freely. They won't upset your stomach.

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10¢

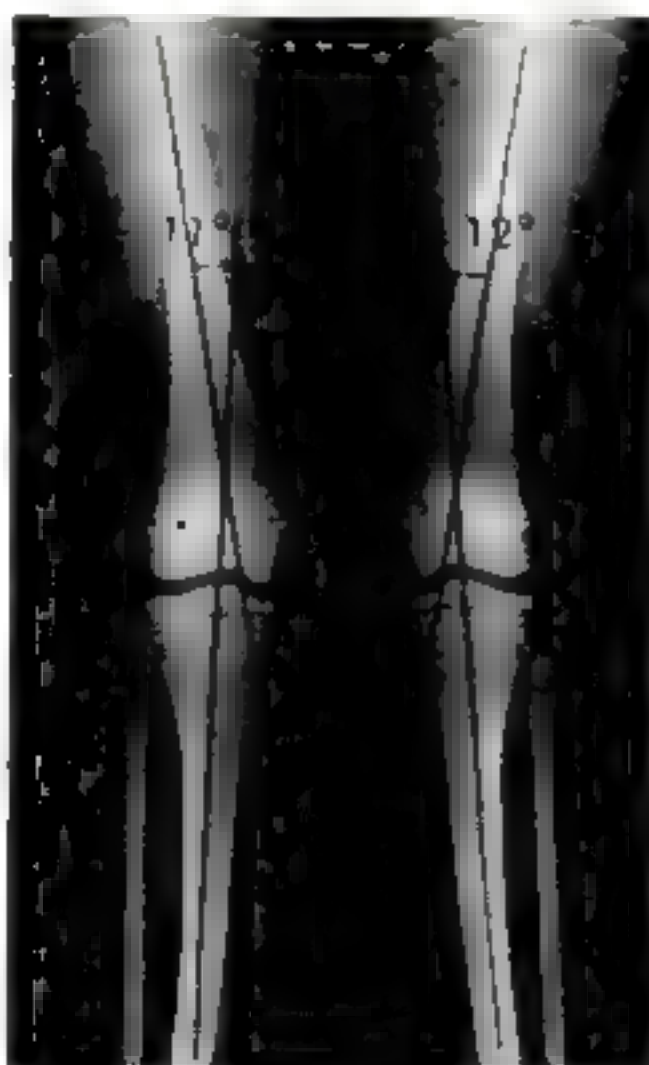
5 pleasing flavors

fast

Bone Staples CONTINUED



BONE-STAPLING OPERATION is simple procedure. Flap of skin is pulled back (top picture) and staples are driven in with mallet. Prongs (lower picture) straddle epiphyseal plate (indicated by black line on bone), which is area where growth occurs. When course of treatment is complete, staples are pulled out.



KNOCK KNEES are corrected by stapling the inner side of knees to retard growth until legs straighten. Lines on X-rays show how angle of bend is reduced.

NEW! DIFFERENT! A False Teeth Cleanser that Really Cleans!

Coleo, made by Colgate, preferred by 7 out of 10 false-teeth wearers in introductory tests!



Coleo gets plates and bridges so clean that it's a great help in avoiding "false-teeth breath" due to improperly cleaned dentures!

Contains special ingredient that gently fizzes off film in 10 to 15 minutes... no brushing!

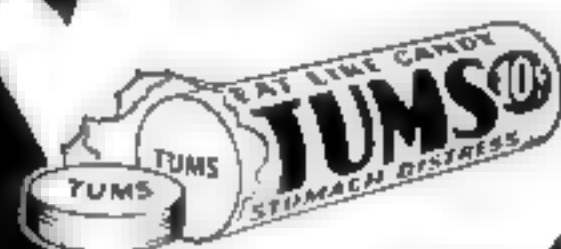
Coleo cleanses away mucin (film) and removable surface stains more completely... leaves teeth more sparkling-clean and mouth fresher-tasting. Coleo will not fade dentures, even the new, acrylic plastic plates. Try it now!



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for the tummy

Try a 25¢ Box

NEED A LAXATIVE TOO?

Nature's Remedy
NR TO-NIGHT TOMORROW A-RIGHT



where they were appearing. Marie is visible under arm of bespectacled man in right foreground. On wall at left are portraits of Sallie Marie's grandparents.



SALLIE MARIE'S BOUQUETS were kept fresh in window of foyer where maids waited to help guests. Gardenias got nipped so Sallie Marie carried roses.

CONTINUED ON NEXT PAGE

MILLION-DOLLAR PROOF

Sofskin makes hands softer, smoother!



"Snags and pulls cost stocking makers millions of dollars yearly. But at Mojul we've cut our losses by having our workers use Sofskin Creme," says Nathaniel Judson, Chairman of the Board of Directors.



Make the "Stocking Test" yourself and see!

See why makers of beautiful hosiery say that Sofskin Creme helps reduce losses by cutting down on snags and pulls. The stocking test is your proof!



Snag goes the stocking when flaky dryskin bits catch on delicate threads.



Quick, smooth on Sofskin! It penetrates and softens dry surface skin!



'Sofskin' Hands glide in to stockings. Smoother, softer, younger-looking!

WONDERFUL NEW CREAM SOFTENS, SMOOTHS 3 KINDS OF DRYSKIN

The moment you smooth on Sofskin Creme, your hands feel the difference! Dry surface skin seems to lap up its creamy goodness. For this amazing cream *penetrates* . . . doesn't just slick the top. Made with true skin-softeners, it smooths 3 kinds of dryskin . . . cold-weather roughness, soapy-water chapping, hard-water dryness. Suddenly you, too, have 'Sofskin' Hands . . . lovely to his eyes, thrilling to his touch!

Soft as
'Sofskin' Hands

Sofskin

Reg. U. S. Pat. Off. **CREME**

Get 21-day supply of Sofskin for 10¢!



So successful, 3 out of 5 who try it, buy it! Available at all drug and cosmetic counters.

Sofskin Co., Dept. 31, Findlay, Ohio
Please send me generous 21-day supply of luxurious Sofskin Creme. I enclose 10¢.

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An old American
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This traditionally American drink as Hiram Walker makes it is Rock and Rye at its mellow best. For here is prize rye whiskey skillfully blended with sun-ripened fresh fruits and the dry tang of true horehound.

Straight or in cocktails, the *finer character* of Hiram Walker's Rock and Rye makes *finer tasting* drinks.

HOT TODDY

Pour into Old Fashioned glass 1½ ounces Hiram Walker's Rock and Rye. Add slice of lemon, a small stick of cinnamon and a clove. Fill glass with boiling water, stir and serve.

OLD FASHIONED

Fill an Old Fashioned glass with ice cubes, add a dash of bitters and orange and lemon slices, if desired. Fill the glass with Hiram Walker's Rock and Rye, stir and serve.

HIRAM WALKER'S

CORDIALS



60 proof 60 proof 60 proof 60 proof 70 proof 70 proof 80 proof
Hiram Walker & Sons Inc., Peoria, Ill.



THE LAST DANCE was saved by Sallie Marie for her cousin, Louis Busch Hager. It was 9 a.m., the other dancers and the orchestras were gone and, with



only her uncle and mother looking on, the young pair hummed and danced the Blue Danube waltz. Then Sallie Marie went home with a fever of 102°.

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— until you read this helpful new booklet from America's leading Long Distance Movers!

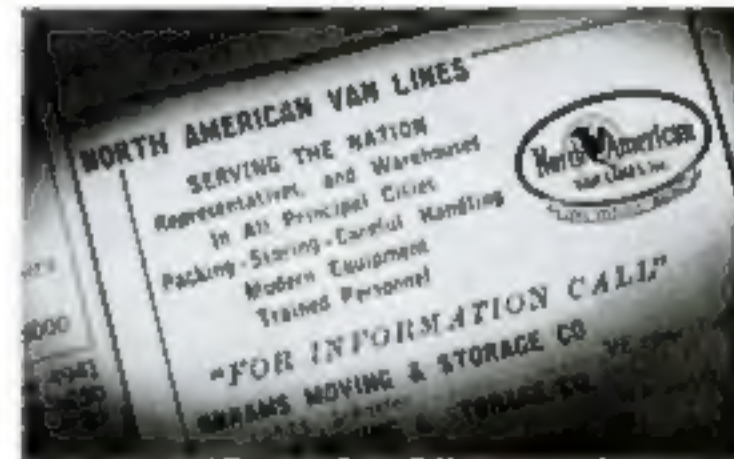


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YOUR NORTH AMERICAN AGENT is an outstanding independent mover, carefully selected for experience and dependability. Consult him on all your moving and storage needs. You pay no more for his superior service. When it's your move — move the North American way.



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THE BONE-SHAPED DOG BISCUIT

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Bonio... like other famous *Spratt's* foods... builds-up your dog, for it's rich in meat meal fibrine for stamina... wheat for energy.

Make *Spratt's Bonio* the all-around nourishment food in your dog's diet. He'll love it — and you for it!

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MISCELLANY



FLANKED BY FELLOW STUDENTS, HARUO, EYES POPPING, STUDIES THE MODEL

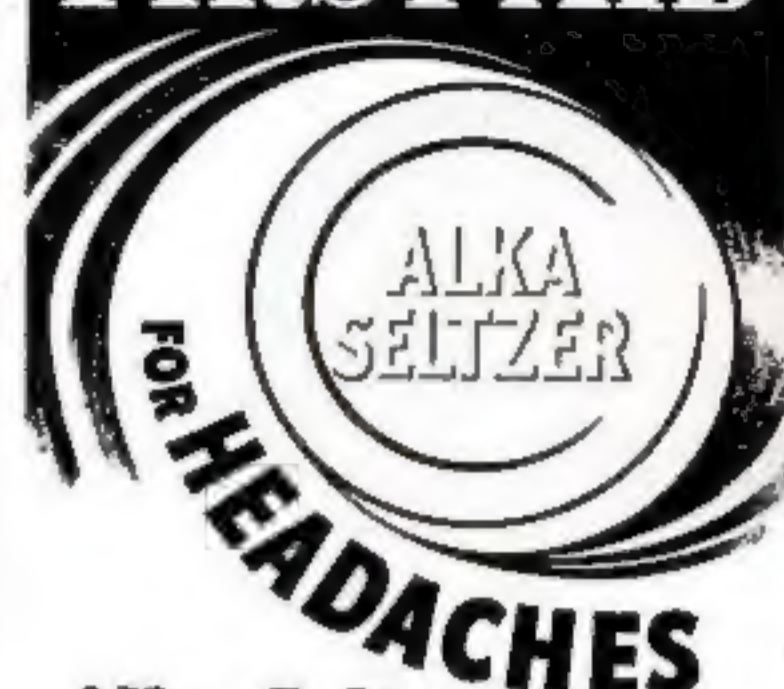
PRECOCIOUS JAP ARTIST

Haruo Shimada is a 5-year-old Japanese phenomenon who paints pictures with the skill and sophistication of a grown man. In a Japan-wide art contest held last month for students under 18, Haruo won the first prize in a field of 10,000 competitors. The son of a clerk, Haruo began to draw with crayons when he was 2. At 4 he began to experiment with water colors and worked so hard that he drove himself into a nervous breakdown. After a layoff Haruo switched to oil paints, explaining to his astonished parents that water colors were only "baby stuff." Studying with a well-known artist in Tokyo, Haruo is now learning to paint nudes and has produced some remarkably mature results.



SEATED NUDE by Haruo has Matisse-like simplicity. Haruo wants to study abroad with Picasso. "He's an artist I can understand," he says.

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Use it also for **FAST RELIEF** of
Cold Discomforts • Acid Indigestion
Muscular Aches and Pains

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FINE BOURBON



Of Topmost Choice

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OLD TAYLOR*

100 PROOF

* REG. U. S. PAT. OFF.

LUCKIES PAY MORE

to give you a finer cigarette!

Yes, at tobacco auctions Lucky Strike pays millions of dollars more than official parity prices for fine tobacco!

There's no finer cigarette in the world today than Lucky Strike! To bring you this finer cigarette, the makers of Lucky Strike go after fine, light, naturally mild tobacco—and pay millions of dollars more than official parity prices to get it! So buy a carton of Luckies today. See for yourself how much finer and smoother Luckies really are—how much *more* real deep-down smoking enjoyment they give you. Yes, smoke a Lucky! You'll agree it's a finer, milder, more enjoyable cigarette!

J. WAYNE ADAMS of South Boston, Va., 22 years an independent tobacco warehouseman, says: "I've seen the makers of Luckies buy fine quality tobacco that makes a real smoke!" Mr. Adams has been a Lucky smoker for 15 years. Here's more evidence that Luckies are a finer cigarette!



COPR., THE AMERICAN TOBACCO COMPANY

L.S./M.F.T. — Lucky Strike Means Fine Tobacco

So round, so firm, so fully packed—so free and easy on the draw